

The
STANDARD BLUE-BOOK
of
OREGON
1913-1914
EDITION DE LUXE

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Preface

AFTER several months of pleasant labor, intermingled with most agreeable associations, we submit without an apology the Standard Blue Book of Oregon, but in doing so we desire to emphatically state it has not been our object to cover in detail every part of this great State from a social or a commercial viewpoint, or to give a place therein to every eligible and trustworthy citizen. This would be impossible, as the book would be too large and voluminous for general circulation throughout the United States on account of excessive postage charges. Its size would be uninviting and possibly uninteresting for the financier or man of business affairs, hence we have adopted the plan of restricting the size of this and all of our Blue Book Publications. We have, however, extended invitations to a large number of eligible, trustworthy citizens of Portland and trade territory to assist us in making this work worthy of this Imperial State, and we take pleasure in stating **that those found herein socially and commercially are worthy of any trust and stand pre-eminent in their various lines of industry and profession as unselfish, progressive and patriotic citizens.** Our second edition will contain the commercial and social exploitation of the various cities of Oregon that are omitted from this work.

Our plan of bringing together and blending the social and commercial conditions of a community and state into a happy, entertaining and attractive volume is original and unique, and we believe to be the most effective and powerful method extant of presenting the actual conditions of a state or a country to the world.

Powerful Advertising Medium

This edition was limited not to exceed sixty pages, to make the book exclusive, admitting only such persons, firms or corporations as could establish a record for integrity and honesty and whose express purposes were clearly and substantially trustworthy and honest. Thorough investigations were specifically made in each and every instance as regards both the advertiser and the advertisement.

Standing behind this section is the guarantee of A. J. Peeler & Co., the publishers, that individual investigation has been made with unfaltering exactness and that every person contained in this section is deserving of public confidence.

Our best effort is given to present to the world a good, clean, reliable, trustworthy publication, free from photos, writeups and cheap flattery, for which a compensation is paid. An unselfish, patriotic devotion to the best interest of a city or state creates at home and abroad the most powerful impressions upon the minds of the people, and in the end, the best publicity is that publicity which betters economic conditions, increases trade, enhances property values and insures general prosperity. **THE STANDARD BLUE BOOK DOES THIS.**

As An Authority

The Standard Blue Book publications are accepted as an authority and as a reliable guide by bond brokers, banking institutions, public service corporations, the homeseeker, investor, tourist and capitalist, and has proven a powerful medium in upbuilding the community, introducing one section of the state, their people and industries to the other and in placing business interests in touch with capital seeking investment. It can readily be seen that we have diverged from all stereotyped methods in the plan and have blazed out unaided through virgin forests in hope of new discoveries in ideas and methods, seeking to bring together, if possible, a happy combination of the social and poetic side of life, intermingled and blended with the prosaic conditions of commercialism and wealth into a happy union—a **crystallized charm of entertaining reflection and study** as well as a peerless and powerful advertising medium. **This work will be invaluable to the merchant, the banker, the manufacturer and the business house of every nature as the only direct, permanent, reliable method in reaching the wealth and culture of a community, section, state or nation.**

Indispensable To The Home

We have incorporated in this work such matter as will make it indispensable to the home as a constant reference book, and it will there occupy the same relative position as the city directory does in the business world, as well as financial and exclusive social guide book.

The Standard Blue Book of Oregon



A stylized, handwritten signature in dark ink, reading "A. J. Peeler". The signature is fluid and cursive, with a large initial "A" and "J" and a long, sweeping underline.

President and Editor-in-Chief Standard Blue Book Publications of the United States of America, issued by A. J. Peeler & Co., authors, sole owners and publishers of The Standard Blue Book of California, The Standard Blue Book of Tennessee, The Standard Blue Book of Texas (four editions), The Standard Blue Book of Arkansas, The Standard Blue Book of Oklahoma, The Standard Blue Book of Oregon.

The Memphis News-Scimitar of Memphis, Tenn., of date January 23, 1910, in referring to Col. Peeler, says: "He is an industrial and social exponent, as applied to the development of trade conditions of international reputation. In appreciation of his ability along these lines, he was placed upon the National Pay Roll by the great Military Ruler of our sister Republic. He has served as a Presidential Toastmaster, is a University (Texas) graduate and a retired bank president, and for eighteen years has been a close student of industrial development and has dedicated his life to this work."

The Standard Blue Book Publications have influenced investments, estimated at two hundred million dollars within the last ten years and they bear the endorsement and approval of many of the most important railway systems, commercial organizations, business men, banking houses, educational institutions and social organizations throughout the United States. Correspondence solicited.

Preface

Pictorial and Social Section

Our Standard Blue Book publications are fashioned after the Blue Books issued by the **United States Government** on trade conditions, blended with the improved idea of the Social Blue Book of European countries with harmonious perfection.

The social section of the Standard Blue Book of Oregon, like all of our other city, state and national publications, is held primarily above a monetary consideration in its compilation and preparation, and meritorious citizenship is first and foremost considered.

Every personal illustration contained in the work of prominent club, musical, literary, social, professional and commercial leaders of the state was selected under the advice of an advisory board, and the pretentious and mediocre were excluded.

We have eliminated from the Standard Blue Book publications, with but rare exceptions, personal sketches, reserving the right only to preserve historical data in perpetuating some distinguished pioneer citizen whose life is a part of the history of the country.

No space rates were charged for any personal photographic illustration in any of the Standard Blue Book publications, but, to insure insertion, all photographs and engravings were furnished without cost to the publishers.

We properly and justly recognize unselfish and patriotic assistance given us in making this work a success in behalf of civic, social and industrial pride in the state's best interest by dedicating a conspicuous part in the Blue Book for the enrollment of such names of the citizens of Oregon to whom honors are meritoriously due.

Commanding Influence

The rapid industrial, educational and social development of Oregon demands the production in permanent form, from time to time, of a correct account of the statistical progress, professional, commercial, educational, musical and social advantages and club life of its various cities, portraying therein the names and faces of their men and women who have assisted materially in the general welfare and progress of the country and whose lives have stood for the highest order of enlightened progress.

To encourage a better class of permanent citizenship and to gain the confidence of foreign capital, and interest it in our prolific opportunities, it is just as necessary to show the refinement and stability of a community as it is to give statistical data setting out strictly the commercial advantages.

National Record and Family History

Then again, outside of all business considerations, this work in years to come will be prized beyond a money value as a national record and family history, giving the living a lasting pleasure in commemorating the names and faces of those loved ones long since passed away to the Great Beyond, and serving as a tribute of respect to those who have done their part faithfully and well in the race and progress of human life.

Success Is Due

If we have achieved any measure of success in the issuance of this edition, we want to take this opportunity to say that our success is due in part to the useful, unselfish and progressive citizens, corporations and business firms of this section of Oregon whose names are found in the Who's Who, advertising and pictorial sections of this volume. Without this aid and unqualified support, zeal and unselfish, patriotic devotion to their city and state, such an undertaking would have been, on our part, the wildest folly.

Ultra-conservatism, however, confronted us so formidably, it was not conducive to the issuance of a work in harmony with our own ideals or in keeping with the marvelous progress and limitless resources of the great commonwealth of Oregon.



An Interesting and Representative Group of Portland's Real Estate Men

- | | | | | |
|----------------|-------------------|-----------------------|-------------------|-------------------|
| 1—F. L. Purse | 6—C. R. Hotchkiss | 11—Coe A. McKenna | 17—Geo. D. Schalk | 22—R. N. Tufford |
| 2—J. F. Larson | 7—F. I. Reynolds | 12—Frank McFarland | 18—Geo. P. Henry | 23—W. S. Davis |
| 3—F. E. Taylor | 8—C. F. Reid | 14—C. V. Everett | 19—M. M. Gilbert | 24—M. E. Thompson |
| 4—V. V. Jones | 9—R. V. Jones | 15—H. P. Palmer | 20—W. H. Chapin | 25—W. H. Farnham |
| 5—F. N. Clark | 10—A. J. McDaniel | 16—Geo. H. Kleinsorge | 21—Scott Bozorth | 26—F. Dubois |

The Great State of Oregon

The Land of Opportunity

OREGON extends for 275 miles north and south, and 350 miles east and west, and contains an area of 95,699 square miles, including the water area, with a total land area of 61,188,480 acres. It is divided by the lofty Cascade Range of mountains into two entirely different sections, both as to physical and climatic conditions. The western portion is suited to general farming and dairying, and contains some 35,000 square miles of rich and productive valleys, well suited to the growing of fruits and vegetables. Flowers bloom all the year round. There is a wide range of temperature, although the thermometer never goes above 90 degrees. Blizzards, cyclones and destructive storms are unknown.

Eastern Oregon has an area of approximately 60,000 square miles of level rolling plains, which were formerly lake beds and high table lands, having a small amount of rainfall, rapid evaporation, and an abundance of sunshine. It is famous for its wheat, alfalfa and livestock productions.

During 1912 the state derived from agricultural productions \$126,764,049.

There are 25,000,000 acres of agricultural land in Oregon; elevation ranging from sea level to 5000 feet above. Public lands are still available for homesteading purposes. The opening of the Panama Canal will be the means of causing a development of the coast country. Oregon will reap many benefits, there will be an influx of immigrants, who will be interested in tilling the soil, which will mean the development of the back country. The main essentials necessary to thrive in Oregon is that one have energy, the will to work, and stick to it. It is a vastly undeveloped country. She extends a welcoming hand to all, and especially to the one who hears the call of "back to the soil."

Oregon is a splendid livestock state. The agricultural advantages being good, provides plenty of feed. Oregon horses have taken prizes the world over. It is also suited to the raising of cattle, sheep and hogs. There are 172,550 dairy cows in Oregon, and the market for dairy products is one of the best in the United States. Prices are from 3 to 6 cents higher than Chicago, New York, or other Eastern markets, and even higher than that of San Francisco. There are many creameries, cheese factories and other dairying industries. There is always a market for poultry and eggs, and the price of poultry food is comparatively low. At the present time the dairy market is very quiet.

In Eastern Oregon, where alfalfa is grown in abundance, the bee culture is quite an industry. The state ranks seventh in the Union as a sheep-raising state. The climatic and general conditions are ideal for the strengthening of the sheep market. The goat industry is improving. Fifty years ago the first Angora goats were imported into Oregon, and last year the mohair clip amounted to 1,250,000 pounds, netting to the state \$375,000. The average yield annually amounts to about \$400,000.

The flax industry is one that is improving. It has been demonstrated that better flax can be grown in Oregon than in any state in the American Union, and the Commercial Club and Chamber of Commerce have distributed free samples of flaxseed to the farmers of the surrounding country, while there is already in Port-

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land a well-equipped plant for the handling of seed and fibre and the making of linseed oil.

Oregon produces at least 38 per cent of the hop crop of the United States. Last year the output was 115,000 bales, amounting to \$4,140,000. She is also becoming well known as a grape producing state, ranking with Florida, and ahead of every other Western state, excepting California.

She has always been famous for her fruits, pears, peaches, prunes, strawberries, loganberries, and apples are grown abundantly. There is at present 2,030,000 apple trees bearing fruit and 2,341,000 under age. The yield last year was 1,931,000 boxes, selling at an average of 86 cents a box. The entire yield amounted to approximately \$1,000,000.06.

The state's leading industry is lumber and its kindred manufactures. There are approximately 496,048,000,000 feet of standing timber in the state, and it has been said that it would take 40 sawmills 400 years, running at capacity, to saw this timber into logs and lumber. Here may be found one-fifth the standing timber of the United States. The principal varieties are Douglas fir or Oregon pine, spruce, hemlock, red and Port Orford cedars, sugar and yellow pine. The cut annually approximates 2,000,000,000 feet. There is a national forest in Oregon comprising 164,040 acres, and it is estimated that private interests hold 2,401,309 acres more. Statistics show during 1912, 21,285 carloads of lumber left the state for practically every country, and the industry is yet in its infancy.

There is a rapid increase as a manufacturing state, and these manufactories net her annually \$100,000,000. She has nearly 2500 plants, employing some 40,000 people. Timber being the principal product, the principal manufactures are the making of furniture and other wooden articles.

Another of the leading industries is salmon fishing. The laws are rigidly enforced for the protection of the fish. The salmon crop for the last year netted \$6,000,000. There were 13,871,000 young salmon released from the hatcheries of the state into the streams tributary to the Columbia last year, and 15,998,028 liberated into the coast streams. There are twelve of these hatcheries, all of which are successful, the largest in the world being located in Multnomah County. It is equipped for the handling and feeding of 30,000,000 salmon, besides facilities for the hatching and caring for 5,000,000 trout eggs. Quite a sum was derived from the sale of halibut, oysters, clam and trout, which also abound in Oregon. Dairying and wool follows closely in importance.

The mineral products of Oregon net her yearly about \$4,000,000. Leading in importance is building stone and clay products. Gold, silver, copper and coal are mined; sand and gravel, mineral waters and gypsum are also abundant. The output of gold, silver and copper for the last year for the state amounted to \$700,676, coming from 180 mines, 116 of which were placer mines, the other 64 being quartz mines.

Oregon is well provided with water transportation, having the second largest river in the United States as its northern boundary, and the Pacific Ocean as its western boundary. The Columbia River, with its tributaries, is navigable 1664 miles, the lower portion being navigable for deep water vessels 100 miles. The basin of this river is larger than the 13 original states, with the exception of Georgia, and the river itself has an area of 254,338 square miles, 215,993 of which are in the United States. The rail facilities for the state are fairly good, and a probability for future improvement both in rail and also to make the Willamette River navigable the entire year.

Some of the counties have awakened to the need of good roads. A campaign is now on for the betterment of roads generally. Possibly one reason that her roads are no better is that more than one-third the population of the entire state is in one city—Portland.



Several of Portland's Prominent Bankers

- 1—J. C. Ainsworth, President United States National Bank
- 2—R. L. Durham, President Merchants National Bank
- 3—H. L. Pittock, President Northwestern National Bank
- 4—Geo. W. Hoyt, Cashier Merchants National Bank
- 5—R. W. Schmeer, Cashier United States National Bank
- 6—Emery Olmstead, Vice-President and General Manager Northwestern National Bank
- 7—John A. Keating, Vice-President Lumbermens National Bank

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1—Frederick A. Kribs, Timber and Mineral Lands
2—R. E. Montgomery, Timber and Mineral Lands
3—H. N. Tinker, President First Trust Company
4—E. F. von Trotha, Timber and Mineral Lands

The State University is of the highest rank. The public school system is very good. There are also a number of colleges and schools owned by private interests, which are doing good work. She ranks near the head of the list of the states in the Union as to the care of her school children.

She also ranks highest in the low rate of mortality. Deaths in Oregon are usually from diseases contracted in other climates.

There is still plenty of wild game, including the lynx, cougar and timber wolf. It is the huntsman's and fisherman's paradise. The mountain water of Oregon, from which her cities derive their source of supply, is of the purest.

The Commercial Club and Chamber of Commerce of Portland, with their kindred organizations, are doing much for the upbuilding of the state, realizing as they do that the upbuilding of the state is the greatest boost for Portland, as Oregon and Portland are synonymous. They realize that when the back country is built up it is bound to mean more manufactories in Portland, and more money spent there generally.

Taking Oregon as a whole, with her wonderful water transportation facilities, her amount of standing timber, and her agricultural advantages, there is absolutely no doubt that she is the Land of Opportunity, and no one can make a mistake who decides to cast his lot with that of this great state.

Portland, the Metropolis of Oregon, and Her Wonderful Resources

NO city can be perfect without natural advantages; these Portland undoubtedly has. One hundred miles from the mouth of the beautiful Columbia River, whose scenic beauty is unsurpassed by the grandeur of the Old World, surrounded by beautiful hills and green valleys, the center of a country known for its forests, mines and beautiful snow-capped mountains, lies Portland, the metropolis of Oregon.

In the old days it was an Indian village, guarded by the strong warriors, Loo-wit, Klickitat and Wiyeast, and to this day they guard Portland from cold and storms under the names of Mt. St. Helens, Mt. Adams and Mt. Hood, and well have they kept guard while she has grown and prospered, as she will continue to do.

She was destined to become great. Though in 1849 there were only three people in what afterward became Portland, in 1851 she held her first city election and was incorporated as a town with 200 inhabitants. Her principal industry at that time was lumber, even as it is today. In 1863 the Oregon Railroad & Navigation Company completed its line connecting Portland with St. Paul, and five years later the Southern Pacific connected her with San Francisco. In a short time settlers began to follow the trend of the steel rails and she gradually and steadily began to grow. In 62 years her population has increased from 200 to 225,000 (U. S. census), now estimated at 245,000.

The residents of Portland are trying to impress upon the world that the words, Portland and Oregon, are synonymous, as more than one-third the population of the entire state is to be found in Portland, and they realize that to make Portland the city that she should be they must build up the back country. This is gradually being accomplished. The symbol of prosperity is the Rose, and she is often called the Rose City. The second week of June each year is devoted to the celebration of the city's progress and is known as the Rose Festival.

The rivers and lakes of the surrounding country are majestic in their beauty, and many curative springs abound. Oregonians are constantly forcing the beauties of their state upon the world.

Statistics show that for the past five years there has been an average of a house an hour erected in Portland. Modern apartment houses show the growth of the city. Five years ago there could hardly be found an apartment house in Portland. Today there are a number of beautiful ones, and others being built, splendidly equipped and with all modern conveniences. Space in all leading buildings is at a premium. Within the past three years there has been approximately \$60,000,000 spent in the construction and erection of buildings in this city, and it has already been announced that more than \$5,000,000 will be spent this year, and the outlook bids fair to reach more than \$20,000,000. While there were not so many permits issued during 1912 as during the year preceding, this is true of practically every American city. There were, however, 10,901 permits issued, covering \$15,019,647, against 1244 permits for the amount of \$2,730,000 in 1902, ten years ago. This, of course, includes industrial plants erected.

Portland has a lower death rate than any city in the Union. Most of the deaths are of non-residents who have come to Portland to be benefited too late.

She is one of the best paved cities in America; there are few cities of her size having so many miles of hard surface streets. In 1911 there were more pavements laid in Portland than in any other American city. In 1900 there were only 9.6 miles of paved streets, in 1912 272 miles.

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Portland has the advantage of absolutely pure water in bounteous supply. At comparatively small expense the water has been piped to Portland homes from Bull Run River, with its watershed on the side of Mount Hood. Two big steel conduits convey the water a distance of 24 miles. This source is ideal, as Bull Run River is composed of thousands of pure springs, and the stream flows through the uninhabited Federal Forest Reserve.

It is said that there is sufficient available water supply for a city of this size several times over. Prior to 1911 the supply was 22,500,000 gallons and the reserve supply 67,000,000 gallons. At that time the second conduit was built, which is twice as large as the first, with a daily capacity of 45,000,000 gallons, while the two new reservoirs hold 125,000,000 gallons. This should meet the demands of a city of 700,000 population. The storage accommodation is 192,000,000 gallons. In the summer the supply is somewhat lower than in the winter; as the city grows, however, and its demands increase, it is proposed to maintain the supply by providing storage capacity for from 800,000,000 to 1,000,000,000 gallons, which can be provided without further expense in natural reservoir sites along Bull Run River. This will keep the supply up to the full capacity of the conduits during the dry season, as the average run-off from the watershed is from six to eight times the flow during the dry season; therefore there will be no difficulty in filling any storage reservoirs that may be provided.

In 1911 water was supplied to 45,952 residences, representing a population of about 229,000. The receipt from water sales show an increase from \$285,997.85 in 1900 to \$782,509 in 1912.

Perhaps Portland bankers are the most conservative of any American city. They, however, are viewing the coming year as one of the best they have known. With a bumper crop and sane legislation, it will be the greatest year from a financial standpoint Oregon has known. For the past year crops have been good; the lumber output and market improving. These are the mainstays of Oregon's financial activity. Nationally factories are running to capacity; such conditions will no doubt continue. There is sufficient money for all legitimate demands. Prices are lower, and it is believed 1913 will see an increase in banking, both in deposits and clearings. Plenty of foreign capital is coming in, and business in financial circles is much better today than a year ago.

Ten years ago the combined banking capital of Portland was \$3,675,000, the combined deposits were \$27,169,000, and the bank clearings were \$154,743,000. Today the combined capital is \$12,250,000, deposits \$71,853,000, and the clearings \$500,000,000. Oregon is a great grain growing country. For years the chief industry of Portland banks was financing the grain interests. Oregon contains an immense lot of timber, the development of which calls for considerable money. Much poultry is raised and sold and the country is awakening to the fact that livestock is an industry worth considering. These, of course, tend to increase financial activity. The banks have foreign exchange departments, and new departments being constantly added.

The Postal Savings Bank has shown a steady growth. It was opened in September, 1911, and has on deposit \$681,370, the aggregate amount of certificates of deposit issued since the bank was opened is \$1,461,116, amount of deposits paid \$779,746. The aggregate deposits represent 11,315 depositors, and of these 5824 have closed accounts. In December, 1912, there was a net gain in deposits of \$28,000.

Every month of 1912 showed an increase over the preceding month in the sale of stamps in the postoffice department, giving an increase over 1911 of 10.32 per cent, or \$103,699.71.

By nothing so much as her schools can a city be judged. Portland has a splendid system of high and grammar schools, together with private seminaries and Portland public schools are approximately 31,500, against 17,031 in 1905-6, six

Portland, The Metropolis of Oregon

academies. These all have splendidly equipped buildings. The enrollment of the years ago. Only 24 per cent of this enrollment is Portland born; 21 per cent born in other Oregon cities; nearly 50 per cent from other states, and the remaining 14 per cent is foreign born.

There are 1000 teachers employed at a monthly cost to the Board of Education of \$100,000. There are 56 schools, and 800 class rooms. The public school buildings are valued at \$3,500,000, schools covering an average area of 1.8 acres, a total of 113.3 acres, worth approximately \$1,500,000.

Possibly there is not a library in the United States with a larger circulation per capita than the library of Portland. During the past year there were in circulation 1,036,894 volumes. This large circulation has forced the erection of a handsome new building, to be completed this summer, containing more than 2,000,000 cubic feet, designed in Georgian style red brick with trimmings of gray lime-



Representatives of the Consular Service in Portland

- | | |
|--|---|
| 1—James Laidlaw (deceased), Consul for Great Britain | 3—Valdemar Lidell, Vice Consul of Sweden |
| 2—Morizo Ida, Consul for Japan | 4—J. W. Matthes, Vice Consul of the Netherlands |
| 5—Carlos Maximo Barreto, Consul of Peru | |

stone, and a capacity of 350,000 volumes in the stack room. The various rooms will have a shelving capacity of 100,000 volumes.

By the realty market it is determined whether a city is at a standstill or progressing. The sum total of the realty deals in Portland show more than \$20,000,000 for the year 1912. The market is more active in residence property in the more fashionable districts. There were some big deals in long leases, including the Pittock block, which was leased for a period of 50 years by the Northwestern Electric Co. On this block will be erected a magnificent modern skyscraper, excavations having already been started.

At least 95 per cent of the business section of Portland is owned by her own citizens. It is only for the past few years that foreign capital has become interested in Portland at all. Yet Portlanders are always ready to interest the outsider and to welcome foreign industries. About \$2,000,000 of outside capital is at pres-

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ent invested in Portland property. An interesting article on the real estate situation in Portland will be found on page 23.

The past year shows a marked increase in sewers constructed. There were 77 new sewers constructed, aggregating 66.5 miles in length, during 1913, at an estimated cost of \$1,026,575.

At the end of 1913 Portland will rank the second city on the coast as to the number of miles of electrical roads, both urban and interurban, Portland having 673.74 miles of street railway, against Los Angeles' 900 miles. The interurban roads are a comparatively new development in Oregon. Few cities, however, have more miles of their own.

Portland has 31 fire companies for the protection of her property, employing 304 men, using 122 horses, and automobile apparatus valued at \$630,000, and the houses and grounds upon which they are located are valued at \$560,000 more.

There are two telephone systems in Portland, and 52,809 phones, as compared to 2500 phones in 1900.

Portland is one of the largest jobbing centers on the Pacific Coast. Its supremacy cannot be maintained, however, unless closer attention is given to water facilities for transportation. Her people are awakening to this necessity and doing their best to keep in the lead and will in all probability do so.

The Government is just completing at the mouth of the Columbia River at enormous expense a rockway reaching far out into the ocean, which will form a barrier against mighty tides and strong currents. This is known as the South Jetty, and has been under construction for 18 years. This rockway is about seven miles long, and has already done wonders. Preparations are being made for the construction of a North Jetty directly across the channel. When the two are completed it will form a permanent bar channel forty feet in depth at low water.

Never before has so many new steamers from practically every nation, as well as numerous vessels in the coastwise trade, found their way to this port. The gains have been of a kind that will cause Oregon products to strengthen as a market in new fields. Already have Canadian ports realized that Oregon grain shipped from Portland is causing their shipments to lessen, and when the upper Columbia is opened for transportation, and the ranchers can raft their grain to Portland, there will be found a still greater increase.

She is beginning to be recognized as a first-class port. The reputation can be maintained only by large and systematic expenditure of money, and in order to provide a modern economical carrier, the public must be aroused to the need and forced to give their support. This improvement includes not only a deep waterway to the docks, and adequate harbor facilities for the handling of cargoes, but also the establishment and support of steamship lines and means of supplying steamers with fuel of a quantity and price equal to competing seaports.

Including both banks of the Willamette River, Ross and Swan Islands, Portland has 25 miles of water frontage. Fifteen miles of this is considered available for deep water shipping. In the lower part of the harbor there is available for deep sea vessels 25 miles of frontage; therefore the dockage facilities can be greatly increased. This frontage should be based on quay construction. Private interests have already developed a river frontage of more than five miles.

The principal docks for ocean steamers have a depth of from 25 to 35 feet at low water. There are 22 good docks from which 90 per cent of the deep water shipping is done, and these vary in length from 300 to 900 feet, all of quay type construction, equipped with derricks and electrical conveyors for economically handling freight. The port has two drydocks.

The manufactured products of Oregon were valued during last year at \$93,005,000, against \$52,007,775 five years ago. The growth of the cattle industry is marvelous. Portland Union Stockyards receipts amount to between 5500 and 6000

Portland, The Metropolis of Oregon

carloads per year. The greater part of this livestock activity has grown up within the past three years, hogs showing an increase, a total receipt of 33,744, a good portion being home raised, showing that Oregonians are realizing livestock to be a profitable investment. Dairying is also one of the principal industries of Oregon.



Mrs. Abigail Scott Duniway, Veteran Suffrage Worker of Oregon,
writing the Suffrage Proclamation

The timber industry is increasing. Oregon contains at least 496,048,000 feet of timber, and Portland is the distributing point for more than 240,000 square miles, which produces a great variety of raw material for manufacture. Lumber may be obtained any width, thickness or length from Oregon timber.

Oregon wheat especially is well known in every European country. During the past year it has been shipped to Central and South America, as well as to the

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Orient. In 1912 the Port of Portland led every Pacific Coast port in wheat shipments.

Portland has favorable grades for railroads, because of her natural advantages, her timber supply and numerous sawmills, her grain and livestock market, she should be quite a railroad center, and while at the present she is quite deficient in this need, it is believed that Portland people will awaken to the necessity and that the demand will be supplied.

The opening of the Panama Canal September 23, 1913, will cause a lower water rate; it will revolutionize ocean travel, although the change will not be very radical or sudden in its workings. It will cause lower freight rates, as the railroads will be compelled to lower the rate in order to meet water competition. It is known that Portland will receive her share of this increased trade, as vessels will naturally bring their cargoes for unloading at the point they expect to reload, and Oregon products are in great demand.

In June, 1911, the Portland charter was amended by vote to create a new public auditorium. The bond issue was limited to the expenditure of \$600,000. A site can be purchased, known as the Market Block, for \$100,000, covering an area of 200 by 300 feet. The structure will be three stories high, having a seating capacity of 9000, a stage 50 by 70, and halls for various assembly meetings, and in all probability the state will equip and maintain a historical society. It is hoped the building will be ready for occupancy by the close of the year.

Three years ago there was only one public playground in Portland. Today there are eight, containing approximately 50 acres, this to accommodate 30,000 children. There is a movement on foot to increase the number and size of the playgrounds. When this is accomplished Portland will rank with the largest American cities in the care of her children.

The Department of Insurance for the year ending November 30, 1912, shows \$110,498.94, as compared to \$94,460.12 the year before, which is an increase of \$16,038.82

According to the records of the Secretary of State, there are only 10,175 automobiles in the state. While this is few compared with the statistics of other states, it is caused because the country roads throughout Oregon generally are not good. There is a good roads campaign on, however, and it is hoped that the general condition of Oregon roads may be improved, which will, of course, increase the sale of automobiles. In 1912 there were 4500 machines sold, against 759 in 1905.

In Portland may be found churches of every denomination, of a high rank, both as to membership and value of church property. More than a dozen new churches were erected last year, and most denominations are in their own buildings. She is an ideal convention city, and the World's Christian Citizenship Conference will meet here this year, with between 20,000 and 30,000 delegates, and, of course, a much larger attendance. This is the second World's Citizenship Conference; the first one was held in Philadelphia three years ago. Delegates and visitors will be here from every country, whose fame is known throughout the world. It is expected that much benefit will be derived from this convention.

There are at present five magnificent steel bridges spanning the Willamette River, which are the acme of engineering achievement. These were erected at an expenditure of about \$5,000,000, and other bridges crossing ravines are valued at \$2,000,000 more.

She has city and county buildings which should be a pride to any state, as they are artistically designed and a pleasure to the eye.

At the Pan-American Exposition in San Francisco in 1915, Oregon will show to the world her marvelous resources and explain to it why they should make Portland their home.

Portland, The Metropolis of Oregon

A city is known by its homes. There are the homes in the midst of immense parks; there are blocks and blocks of magnificent homes on Portland Heights, overlooking the city; then there are beautiful homes in Irvington and other sections. Also there are the homes of the lowly. But every home in Portland is indeed a home, and is beautiful from some standpoint.



A Coterie of Representative Life Insurance Men

1—D. C. Herrin
2—E. L. Harmon

3—Geo. M. Nolan
4—Saml. P. Lockwood
5—Arnold S. Rothwell

6—Edgar W. Smith
7—Hubert G. Colton

She has the natural advantages of a city, and her people have genuine hospitality. Her location is ideal, delightful climate, steady increase in population, cost of living is moderate, her educational facilities are of the best, and she is improving her advantages as rapidly as possible. Real estate is steadily increasing and she is becoming famous as a shipping point. Portland has the earmarks of a great city, and in the next ten years will be second to no Pacific Coast city.



1—J. K. Mock, Patent Attorney
 2—H. Gordon, Lawyers Title and Trust Company
 3—M. Moorehead, Attorney-at-Law
 4—S. T. Richardson, Attorney-at-Law
 5—P. S. Bates, Publisher
 6—C. W. Nottingham, Building Material
 7—I. M. Walker, President Behnke-Walker Business College
 8—O. A. Bosserman, Secretary and Manager Behnke-Walker Business College
 9—W. W. Wiswell, Manager Underwood Typewriter Co.

10—J. H. Dundore, Manager Sherman, Clay Co.
 11—Jno. C. Boyer, President Boyer Printing Co.
 12—William Bittle Wells, Wells & Co., Printers
 14—Geo. VanR. Vedder, Proprietor White Garage
 15—Edw. T. Kollofski, Proprietor White Garage
 16—A. E. Erickson, Merchant Tailor
 17—Geo. A. Koenig, Ladies' Tailor
 18—Seid Back, Merchant and Capitalist
 19—Seid Back, Jr., Attorney-at-Law
 20—S. Ban, Merchant and Capitalist
 21—W. G. Smith, W. G. Smith & Co., Engravers

Oregon Real Estate

By J. L. Purse

Secretary Portland Realty Board

OREGON Real Estate offers to the investor and to the homeseeker an opportunity for gain and for the betterment of his condition in every way, that is difficult for him to realize unless he visits the State and sees for himself. The many undeveloped resources, the fertility of the soil, the mild climate and, above all, the stability of Oregon's people make investments safe and insure large returns for both capital and labor.

A casual glance at the map of Oregon will immediately reveal to you Portland's strategic position. The Willamette River, with its steamboats and a network of steam and electric railroads on either side, brings to her door the products of the rich and fertile valleys west of the Cascade Mountains. The Columbia River, with a trans-continental railroad, of water grade, on each bank, extends eastward into that great Inland Empire, the future granary and pasture land for the world. Upon the completion of the Celilo Canal, two years hence, the Columbia will become navigable to within a short distance of the Canadian line.

These two rivers form a fresh water channel from Portland to the Pacific Ocean. Sea-going vessels of a 28-foot draft are easily accommodated now, and as the channel is constantly scouring deeper and the new Government jetties are making the entrance safe and easy, a great increase of ocean traffic is insured, making Portland one of the greatest ports on the Pacific Coast.

Portland has the cream of Oregon's climates, which, like its rainfall, is varied. West of the mountains the weather is mild and agreeable, owing to the Japanese current. Here the rainfall is heaviest, being 70 inches on the Coast and 45 inches in Portland and the Willamette Valley. East of the mountains, the climate is more severe, and there are certain sections where the rainfall is but 8 inches. This arid land is being rapidly reclaimed by the vast irrigation projects undertaken by the government.

Oregon's soil, like her climate, is diversified. It is, however, uniformly rich and productive. There are the great wheat lands of Eastern Oregon, the famous fruit lands of the uplands, the berry and vegetable lands of the valleys. Livestock of all kinds, hogs, cattle and poultry thrive. Dairying is becoming one of the chief industries of the State. Oregon cheeses, like her apples and berries, are becoming world-famous. There are millions of pounds of wool raised in this State. One-fifth of the standing timber of the United States is within her borders.

The manufacturing possibilities are enormous, for three very obvious reasons: First, the practically unlimited production of **all** varieties of raw material producible within the State; second, the cheap fuel, insured by the Alaskan coal fields in the north and the California oil wells in the south, to say nothing of the coal lands being developed in this vicinity, and the tremendous potential electric energy in the many waterfalls and streams; third, the easy and convenient transportation, both by rail and water, to all ports of the old and new world. One might also add the increased efficiency, estimated at from 5 per cent to 15 per cent of the labor employed, owing to the absence of extreme heat and cold. As soon as the Panama Canal opens, the steamship companies will bring a lot of cheap labor into this section from all parts of the world; this means factory and farm hands.

Portland has passed the experimental stage. In 1900 the population was 90,426; in 1910 it was 207,214; and the next ten years will show a more rapid development and growth, as the present population is estimated at 267,000. It is on a

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solid financial basis; one can point with pride to many of the large hotels and sky-scrapers without a dollar of indebtedness, and locally owned, all paying a good rate of interest.

In 1902 the Elks' Club purchased the land upon which their present building stands for \$24,500. Today it is paying interest on over a quarter of a million dollars. Certain residence lots purchased in 1906 for \$600 sold in 1912 for \$3000. The opportunity for paying investments are even greater now, especially in farm lands. The railroads are spending millions in improvements and extension of their lines into the heretofore undeveloped sections of the state, bringing thousands of fertile acres in touch with Portland and thence with the markets of the world. The recent granting of a franchise by the present City Council means the spending of \$11,000,000 within the next two years, in this vicinity, by one company alone.

Oregon has less than one million inhabitants, although it is as large as New York and Pennsylvania together. As the fame of Oregon's wonderful scenery, healthful climate, bountiful resources, and varied industries, spread abroad, the population will be naturally increased, and the value of Real Property automatically enhanced.

Send for booklets and other data; read carefully about the various districts; select the section which you think most adapted to your wants; visit it, if possible, or investigate thoroughly before buying, through any Bank, Commercial Club, Chamber of Commerce, or the Portland Realty Board.

In conclusion, those who invest in Oregon and Portland Real Estate at present prices, may feel assured that their money is safely and wisely invested, and they have but to wait their **sure** returns.

The PORTLAND REALTY BOARD invites correspondence.



1—Frank C. Riggs, Packard Motor Cars
2—H. L. Keats, President H. L. Keats
Automobile Co.

The Principal Cities of Oregon

Salem

FIFTY miles south of Portland on the Southern Pacific Railroad and also on the beautiful Willamette River is located the second town in size in the state—Salem, the capital city, and the county seat of Marion County, with its estimated population of 18,000, nestled in the heart of a fertile agricultural district.

It is here that the Capitol buildings and all state institutions are located, with the exception of the State University, Normal School and Agricultural College. It is also here that the oldest sectarian school of the state is to be found, Willamette University, as is also the Indian Training School.

The State Fair is held here annually, as is also the Cherry Fair, which is as much a social as an industrial event. Around Salem are grown the finest cherries known, which have given her the name of the Cherry City of the World.

The city has a splendid system of high and graded schools, 15 miles of street railway, and 30 miles of residence and business streets well paved, with an abundant water supply. She has recently erected a new high school at an estimated cost of \$125,000, and is, taken all in all, a city of which any state might well be proud.

Astoria

In 1811 an expedition sent out by John Jacob Astor founded Astoria, at the mouth of the Columbia. She was captured by the British in 1812 and changed to Fort George, remaining British territory until 1817, when a joint occupancy compact was entered into between America and Great Britain. This compact was again renewed in 1828, and remained in force until in 1846, when she again became wholly American territory.

It is the county seat of Clatsop County, with an estimated population of 15,000, with splendid harbor facilities for deep sea traffic. Her principal industry is salmon fishing and packing, with lumber shipping following as a close second. Astoria is the center of a section famous for its dairy products, as well as general farming.

It is here that the Astoria Regatta is yearly held, which is a scene of much social pleasure.

It is a well lighted city, with an abundant water supply, and when her harbor facilities are improved she should have a wonderful future.

Eugene

One hundred and twenty-three miles south of Portland is to be found Eugene, with an estimated population of 12,000. It is the center of a great agricultural, mineral and timber district.

It is here that the State University is located. There are two other schools owned by private interests, a high school and five graded schools, 10 churches, and is the county seat of Lane County.

There are 15 miles of well paved streets, four banks with a combined deposit of \$4,000,000. The Lane County Fair is annually held here.

Medford

In the center of the wonderful Rogue River Valley, adapted to fruit raising, and famous for its wonderful apples, pears, peaches and small fruits, is Medford, with its estimated population of 10,500. She is also the center of a mining section, which is very rich in deposits. It is a city of beautiful homes, good schools, well lighted, well paved streets, and it has been proved that within a 50-mile radius of

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Medford are to be found more opportunities and more resources than within a radius of 50 miles of any other city in the world.

Baker City

The largest city in Eastern Oregon is Baker, the county seat of Baker County, with its estimated population of 10,000. It has six miles of hard surface streets, gravity waterworks system and lighting plant, under municipal ownership; is the shipping point for both mining and agricultural products; has ten churches of



A Representative Group of Portland Dentists

1—Dr. J. R. Cardwell
2—Dr. Herbert C. Miller

3—Dr. Norris R. Cox
4—Dr. S. J. Barber
5—Dr. J. Francis Drake

6—Dr. J. B. Keefer
7—Dr. Wm. Cavanagh

various denominations, one private school, and high and graded schools, and is a city that will continue to grow.

Albany

In the center of the farming and fruit growing section of Linn County is to be found its county seat, Albany, with a population estimated at 7000, with her two academies, her splendid high and graded schools, 14 churches, graded streets and an excellent lighting system.

It is here that the Manufacturers' Exposition, Chautauqua Assembly, Apple Show, Poultry Show and Industrial School Fair are annually held.

La Grande

In the center of the forest and agricultural region of Union County is to be found the county seat, La Grande, with its estimated population of 6500. Its

Principal Cities of Oregon

principal industry is the shipping of lumber, dairy and agricultural products, fruits, etc. The city has a splendid water supply, as there are two rivers running through, and it is a splendid manufacturing site. Her schools are among the best of the state.

Ashland

Another Jackson County city worth mentioning is Ashland, with its estimated population of 6000. The physical and climatic conditions are suited to farming, fruit growing, dairying, mining, etc. It has an annual rainfall of 21 inches. The surrounding country is resplendent with picturesque scenery; conditions are ideal for hunting and fishing. Just outside of the city are the wonderful Ashland Lithia Springs and the Wagner Soda Springs. The Oregon Chautauqua is held here annually, and every third year the Southern Oregon District Agricultural Fair is held here, the other years it being held at Grants Pass and Medford, respectively. Ashland has foundry and machine shops, factories for the making of cement blocks, shoes, and also an ice plant.

Roseburg

Roseburg, the county seat of Douglas County, has an estimated population of 6000, surrounded by a large timber area and a rich agricultural district, with a splendid available water supply, large cement and fire clay deposits, her schools of the very best, her streets are well lighted and splendidly paved and parked. The Southern Oregon Fair and the Strawberry and Rose Festival are held here annually. The average rainfall is 34.67 inches. The surrounding country is splendidly adapted to the growing of small fruits and vegetables, which mature early, thus making Roseburg a good market. The school census shows an annual increase of 15 per cent.

The Dalles

Situated on the Columbia River in the heart of a highly productive section for fruits of all kinds, is the county seat of Wasco County, The Dalles, with its estimated population of 6000. Its streets are well paved and well lighted by plants under municipal ownership. It has splendid high and graded schools, 10 churches, an elevation ranging from 100 feet at the Columbia River to 3000, and an average rainfall of 18.96 inches. The agricultural conditions of the surrounding country are good; fruit may be packed and shipped to Portland in the same day. It is the site of one of the finest salmon fisheries of the West, approximating an output of 50,000 cases each year; it has also a large and efficient flouring mill. The Dalles Chautauqua Assembly is held here each August and The Dalles Fair is quite an event. The hunting and fishing is good and the scenery is grand. Many tourists go up the Columbia from Portland to The Dalles each year.

Corvallis

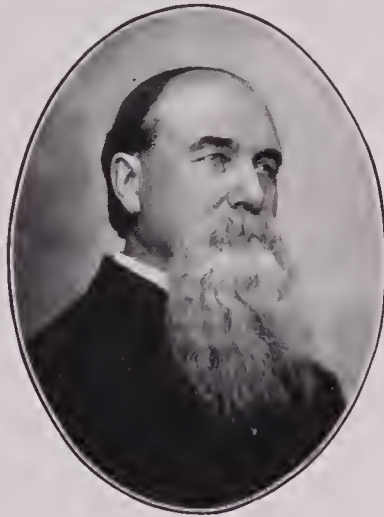
Corvallis is the county seat of Benton County, with an estimated population of 5500. Its leading industries are lumbering, manufacturing, agricultural pursuits, raising of livestock, etc. It is here that the Oregon Agricultural College and the United States Experiment Stations are located. The college site with its buildings is valued at about \$1,500,000. Her school system is good, and her streets are well improved.

Pendleton

Pendleton, the county seat of Umatilla County, with a population, according to the United States census, of 4460, is the chief shipping point for the surrounding agricultural country. Millions of bushels of wheat and grain, thousands of head of sheep and other livestock, together with wool and fruits, are shipped yearly. Here is held the Umatilla-Morrow District Fair, together with the Pendleton Round-Up, which is a season of indulgence in wild west sports, to which visitors flock from surrounding states. In this section are to be found arid lands which the Government, as well as private capital, is irrigating.

Evolution of Music in Oregon

By Z. M. Parvin, Mus. Doc.



Z. M. Parvin

Rev. Jason Lee, in 1833, the first Missionary Preacher to Oregon, was perhaps the first real singer Oregon knew, and his specialty was hymns and sacred songs.

Narcissa Prentiss Whitman, who was murdered in an Indian massacre in 1847, was Oregon's first great soprano, and her reign was from 1836 to 1847. Mrs. Elizabeth Spaulding was a pioneer contralto singer, the pioneer school teachers, Jno. Ball and Solomon Howard, were also good singers and well versed in music, as was also Rev. Jno. Rigdon, a '52 pioneer.

The First Methodist Church, or the Taylor Street Church, has the distinction of organizing the first choir west of the Rocky Mountains, this occurring in 1851-52, composed of 16 people and led by Dr. Griffin, the father of Mrs. E. E. Coursen, at present prominent in musical circles. The next choir was organized at the Congregational Church in 1855, by Mr. Jas. Wyatt.

The first piano was brought to Portland around Cape Horn in 1840, by Mr. Abernathy, while in 1847 came the first melodian, violin and other instruments were brought by early pioneers. In 1846 the first band was organized in Oregon City. This band led the first Fourth of July procession in 1841, in connection with the U. S. Squadron, in charge of Capt. Chas. Wilkes (afterwards commodore), near Fort Nisqually, in Pierce County, Washington.

As Portland's population grew, so did her musical circle increase, and War Songs were sung here during the Rebellion, the same as in all Northern States. There were singing classes and private lessons given on the few instruments.

The leading music store was established during the '70s by Mr. Prentice, and was doing a thriving business in 1883. Mr. Wiley B. Allen established his house in 1882, and from 1890 to 1900 other music houses were established.

The First Presbyterian Church of Portland has the distinction of installing the first pipe organ, followed closely by the installation of one in the First Methodist; a few years later they were to be found in nearly all Portland churches.

The first Choral Society was formed in 1870, and in 1872 Oregon singers assisted in the great Peace Musical Festival of Boston, Mass., where all nations were represented. Gilmore and Zerahn were the directors. In the summer of 1879 the Portland Musical Society, under the leadership of Mr. W. S. Kimross and Carl Zerahn, went to the Musical Festival at San Francisco. There were 300 in the

Evolution of Music in Oregon

orchestra and 3000 voices. Some of these musicians are still prominent in musical circles here.

From 1880 to 1890 the prominent music teachers of Portland were Prof. E. Cook and Prof. E. J. Fink, as was also Mr. Chas. E. Bray, the song writer, who was an orchestra leader, as was Mr. Simon Harris.

It was only occasionally before 1880 that Portland heard a great player, singer or concert. In 1880-81 the first great company was heard here, the Strakosh Opera Company, with Kellogg, Cary and Carpi, and since the completion of the Northern Pacific Railroad, Portland people have been able to hear more of the great singers and players. From 1880 to 1890 the great artists heard in Portland were Joseffy, Rive-King, Pachmann, Ovide Musin, Clara Camelia Urdo, Louise Kellogg, Adelaide Phillips, Lou Myron Whitney, and others, as well as the Mendelssohn and Boston Quintette.

From 1890 to the present time the growth in general culture and the desire for the best has brought many thorough musicians to Portland, and these have helped to elevate the standard to even higher ideals, until now she stands musically equal to any city of the same size in the American Union.

One of the early bands organized was that known as Brown's Band, and from the growth of enthusiasm instigated by this band and others that came here during the Lewis-Clarke Exposition in 1905, caused the desire and organization of the Portland Symphony Orchestra.

Portland is well provided with musical schools of the highest character, as well as musical societies for the promotion of the study and love of music, most prominent among which is the Monday Club.

Musically, Portland stands second to no city of her size in the Union; it is, however, hoped that some man with philanthropic tendencies will make it possible for the masses to hear the best in music at a nominal cost.

The writer in closing wishes also to acknowledge thanks to the Hon. Geo. H. Himes, of the Historical Society, and Mr. Roy Marion Wheeler, for their kind assistance in the preparation of this article, as without such assistance it would have been an impossibility.



1—H. A. Webber

2—R. M. Wheeler

3—Emil Thielhorn

4—Miss Maude Gesner

Progress of Dentistry in Oregon

By Dr. J. B. Keefer

The Oregon State Dental Society was organized in 1872 with Drs. W. F. Thompson, G. H. Chance, John Welch, J. H. Hatch, Drs. Glenn, Koehler, Skiff, Gray and J. R. Cardwell among the charter members. Drs. Hatch, Skiff and J. R. Cardwell were elected president, vice-president and secretary, respectively. The minutes which remain from the second meeting of the society held in Salem, June 25, 1873, record that Dr. Gray of Albany read a paper on "Dental Therapeutics," and that Dr. Cardwell delivered an address on "Degeneracy of the Teeth." The society also decided at this meeting to offer their co-operation in the matter of establishing a dental department with the Willamette University. The third meeting of the society was held in Portland in March, 1874. The gentlemen who served as the early presidents of this society were in their order: Drs. J. H. Hatch, H. Smith, L. S. Skiff, J. R. Cardwell and S. J. Barber. After several years of activity the Dental Society was practically disorganized for a number of years through lack of interest. In the meantime the Portland Dental Club was organized and was instrumental in re-establishing the State Dental Society on June 14, 1893. This club, which consists of about one hundred members at present, is an active society for promoting the advancement of the profession and it is mainly through its efforts that the free clinic for school children have been assured and are now under the auspices of the board of health.

The Oregon College of Dentistry was organized in 1898 and received its charter from the state the same year. The first session which commenced October, 1899, was attended by twenty-three students. The Tacoma College of Dental Surgery had an enrollment of twenty-five students the preceding year.

In 1899 the Tacoma College was moved to Portland, where it was absorbed by the Oregon College the following year. In 1901, the consolidated school, known as the North Pacific Dental College, had an enrollment of one hundred and four students.

In 1908 a Department of Pharmacy was created, greatly enlarging the scope of the school. Students are ably instructed and trained for successful careers by the faculty of twenty-five teachers, superintended by Herbert C. Miller, M.D., D. D. S., Dean, together with a number of demonstrators and clinic instructors. The board of trustees consists of Herbert C. Miller, President and Treasurer; James R. Cardwell, Vice-President; Louis J. Fitzpatrick, Secretary; Everett M. Hurd and John F. Kinney.

The rapid growth of the college necessitated the building of a larger structure in order to continue its usefulness. The new home of the college occupies a half block on East Sixth Street between Pacific and Oregon. The building is fireproof and of pure classic architecture. The modern equipment for teaching dentistry in all its branches is unsurpassed by any dental school and the building is one of the finest in America. The curriculum embraces, besides a thorough training in the fundamental branches of medicine with special bearing upon such branches as relate to dentistry, an extensive course in mechanics, operative and prosthetic techniques, followed by clinical practice. The entrance requirements which are rigidly enforced, are the same as those of the National Association of Dental Colleges.

The progress made by dentistry in Oregon during the past fifteen years has equaled that of any other state.

The excellent schools of modern equipment and the number of deposits for dental supplies show that the profession is making a wonderful advancement. Woodward, Clarke & Co., Archer & Schantz, John Welch and the Oregon Dental Supply Co. are the main offices of supplies in Portland. The profession is well represented in Portland by some three hundred dentists, besides the Portland Dental Club and the Oregon State Dental Society, both of which are in a flourishing condition.

Social Portland

By Miss Eleanor Watson

Oregon has many things of which to be proud, but of nothing can she boast so much as of her old families and her social atmosphere. Portland is a home city, her residence sections are ideal. A drive over Portland Heights, that beautiful and fashionable residential section overlooking the city, through Irvington, or any of her other fashionable districts, will readily convince the skeptical that Portland is a city of beautiful homes and well kept grounds.

Every day of the season is crowded with social functions, and the matron planning the dispensing of hospitality has learned that her invitations must be out early as receptions, teas, balls, luncheons and dinners fairly tread on each other. It seems that always the gay and happy throng composing Portland, and Oregon society, is always seeking an excuse to be found together.

No section can boast of more beautiful women and girls. A glance over the boxes and the house in general of the various theatres will easily convince one that the beauty of Oregon women would be something for any State to be proud.

She has her season of Grand Opera when the great artists of the country are heard, also her musical season, and at no place in the United States can be heard better musicians or found a brighter array of the devotees of the Muse.

There are three vaudeville theatres and two legitimate drama playhouses, and there is soon to be erected a new Auditorium where may be heard the various concerts which so often occur in the city.

Practically every pleasure and sport is enjoyed in Oregon. The climatic conditions are such that outdoor sports may be indulged in at all seasons. Golf and tennis are perhaps in the lead, claiming many of the fair sex as devotees.

Boating is one of the chief sports of Portland's people. The beautiful Willamette River flows through the city, dividing it, and it is only a few miles down stream before this river flows into the Columbia, the second largest river in the United States, and whose scenic grandeur is unsurpassed by any like scenery the world over.

The literary clubs of the city and state are of the best. Members taking part in all movements for the advancement of women and holding offices in the state and national organizations. Their programmes are of the highest order and stimulate work of the best nature.

In their club life Portland women are great workers and accomplish much. These women recently made a fight for equal suffrage, and though defeated by a great number at prior elections, they went to work with renewed energy and vigor and Oregon went for equal suffrage by a good majority. Elsewhere in this issue may be found a portrait of Mrs. Abigail Scott Duniway, lovingly known as the "Grand Old Woman of Oregon," signing the Suffrage Proclamation. Mrs. Duniway is the Mother of Suffrage in the state and fought for it when other women would have been censured for fighting for such a cause.

The principal and most exclusive gentlemen's clubs of Portland are the Arlington Club, Multnomah Athletic Club, University Club, Concordia and Portland Commercial Clubs.

The Oregon Federation and Civic Clubs have done much for the beautifying of the city, its parks and streets, together with the children's playgrounds. They have also been the means of establishing a public library, and have done much other commendable work. The Oregon Congress of Mothers has accomplished much in



Miss Eleanor Watson, Society Editor, Secretary and Industrial Writer
Standard Blue Book Publications

(Miss Watson was married to Mr. Erich F. von Trotha, on March 6th, and will resign her secretaryship at the close of this issue. She will, however, continue her contributions of social and commercial articles for the Standard Blue Book Publications, U. S. A.)

Social Portland

cementing the bond between parents and teachers, and causing them to work together. They are making every effort to bring attractions to the city that will improve the minds of the young. These women have also done much for the furtherance of any legislation for the benefit of women and children as well as stimulating public interest in the needs of dependent widows.

The Daughters of the American Revolution and the Daughters of the Confederacy have large and enthusiastic followings, and these two societies for the stimulating of patriotism, are closely allied with the national organizations.

There are the usual number of card clubs, bridge possibly having the largest following. Taken as a whole, there is nothing gayer than Portland society during the season. Many of her fair women have gone to grace society of the National Capital as well as foreign courts, and the bevy of beautiful buds now standing upon the threshold of Portland society bid fair shortly to follow their example.

Below is a brief sketch of some of Portland's principal clubs that are doing good work for the betterment of the city. Had space permitted we could have added much more relative to the good work they are doing, as well as many minor clubs not mentioned herein:

Portland Council of the Oregon Congress of Mothers and Parent-Teacher Association

Mrs. Clara H. Waldo, Pres.	Harley L. Walter, Cor. Secy.
Mrs. Robt. H. Tate, V.-Pres.	Mrs. Lyman B. Andrews, Treas.
Mrs. A. K. Wilson, 2d V.-Pres.	Mrs. W. J. Hawkins, Officer.
Mrs. Geo. C. Brownell, Rec. Secy.	Mrs. E. B. Elwell, Officer.

The Portland Council of the Oregon Congress of Mothers is composed of all the Parent-Teacher Associations, and is for the purpose of state organization which receives its charge from the National Congress of Mothers. The Parent-Teacher Associations are formed in every school district in the state that the bond of sympathy and co-operation between the school and home may grow to real efficiency, and also for the furtherance of all needful legislation for women and children. This Congress of Mothers is now working for the dependent widows' pension bill and for the creating and cultivating of public interest and activity in regard to child welfare. It also takes active interest in the good roads movement in the school districts that the school terms may not be limited during the inclement weather; it distributes welfare literature, finds parental homes for dependent children, as well as taking active interest in the playgrounds movement. These women are doing a good work and should be encouraged on every hand.

Oregon Federation of Women's Clubs

Mrs. Sarah A. Evans, Pres.	Mrs. Sadie Orr-Dunbar, Cor. Secy.
Mrs. Lee Moorehouse, 1st V.-Pres.	Mrs. C. N. Rankin, Treas.
Mrs. J. D. Zureher, 2d V.-Pres.	Mrs. W. P. Boynton, Auditor.
Mrs. H. F. Davidson, Rec. Secy.	Mrs. C. J. Edwards, Director.
Mrs. Agnes Bradshaw, Director.	

In response to a call made from the Portland Woman's Club the Oregon Federation of Woman's Clubs was organized in October, 1899, with a federation of 16 clubs. Its primary cause for federation was a state library law, which they now have. The Federation is now composed of 61 clubs, or 4500 members. It is to the Oregon Federation of Woman's Clubs that the state owes her Child Labor Law, with the stipulation that three out of five commissioners must be women. It is due to these women that the insane have better transportation and care, and it was after a hard fight extending through many weary weeks at their own expense that they finally secured the passing of the bill. It is due to them that Oregon has clean dairies and a clean milk law. The Oregon Federation of Woman's Clubs

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conducts the annual Christmas sale of Red Cross stamps and has accumulated \$1800. which is being dispensed to needy tubercular patients, and they also manage a fund to be loaned without interest to young women educating themselves as wage earners. They have already assisted 26 such young women with loans amounting to \$3600.

The Portland Woman's Club

Mrs. Fredk. Eggert, Pres.	Mrs. A. C. Jackson, Cor. Secy.
Mrs. Robt. French, 1st V.-Pres.	Mrs. D. L. Povey, Fin. Secy.
Mrs. Jno. Van Zante, 2d V.-Pres.	Mrs. C. H. Runyan, Treas.
Mrs. Chester Le Noir, Rec. Secy.	Mrs. J. D. Speneer, Auditor.

The Portland Woman's Club was organized in 1895, with 65 members enrolled. A few months later the club affiliated with the State Federation, and in May the Federation sent Mrs. Card, the President of the Portland Woman's Club, as its delegate to Louisville, Ky. Since that time it has been represented at every convention, with only one exception. Its first club calendar was issued in 1898, and has been an annual feature since that time. This club did good work in the organizing of a state library law, and assisted in the fight before the bill was passed. It has also been actively engaged in civic work, to improve the city parks, public playgrounds and was the cause of manual training being introduced into the public schools. One of its members was elected by a large majority as School Director in 1901, and has always been active in every civic and public enterprise. The Oregon Grape was adopted as the club flower and owing to their efforts in co-operation with the Historical Society, caused it to be made the state flower. It also did good work for the Lewis-Clarke Exposition and has entertained many visitors, it responds generally for any call for philanthropic help and has for several years maintained a bed at the Open Air Sanitarium. It also does good work educationally throughout the state, gives many public lectures. Did splendid and systematic work in the suffrage fight, and has had much to do with the winning of the victory. The club has a membership of 350.

Portland Women's Union

Mrs. J. B. Comstock, Pres.	Mrs. Max S. Hirsch, Rec. Secy.
Mrs. Elliott Corbett, 1st V.-Pres.	Mrs. Wm. A. MaeRae, Treas.
Mrs. Adolph Dekum, 2d V.-Pres.	Miss Mary S. Barlow, Cor. Secy.

This club was organized in 1887, for the purpose of providing a home at reasonable expense for working girls. There are only two requirements of eligibility: girls must be 25 years of age and receive less than \$12 per week. Only 50 girls can be housed at a time, and there is an average of 15 girls a week turned away. It is hoped in the near future a larger home may be built upon the quarter block at Tenth and Montgomery streets owned by the Portland Women's Union, strictly fireproof and sufficiently large to accommodate from 150 to 200 girls. The rates are from \$3 to \$5 a week, which includes room, board and 12 pieces of washing.

The State Woman's Press Club of Oregon

Helen Sayr Grant, Pres.	Mrs. Thos. Hawkes, Rec. Secy.
Elizabeth P. Godding, Acting Pres.	Mrs. M. L. T. Hidden, Cor. Secy.
Mrs. Sarah I. Lyman, Treas.	

The club was organized in 1898, by Lucia Faxon Additon and Bessie Guinean Rosseau. The only requirement for eligibility to membership being that one be or have been actively engaged in literary work or illustrating. Its object is helpfulness and the stimulating of its membership to higher and better achievement, each in her especial field, and it is more in the nature of a study club than one that engages in reformatory or philanthropic outside work. Its personnel includes many of the best known women in the United States in literary circles.

Social Portland

Tuesday Afternoon Club

Mrs. E. L. Sanborn, Pres.

Mrs. Ben Reiland, Secy.

Mrs. Harry L. Vorse, V.-Pres.

Mrs. E. J. Haight, Treas.

The Tuesday Afternoon Club was organized in 1899, fourteen years ago, as a medium of study for the improvement of its members. At the time of organization its membership was limited to 20, since that time, however, the limit has been raised to 25. It is a member of the State Federation, and at all times has responded to any call made upon it for financial aid. It has been a regular contributor to the Scholarship Fund, and during 1910 its members sold more Red Cross stamps during the holidays than any other club of the state, notwithstanding its small membership.

Daughters of the American Revolution

Mrs. E. C. Shelvin, Regent.

Mrs. H. M. Van Deurs, Treas.

Mrs. Walter F. Burrell, V.-Regent.

Mrs. A. E. Rocky, Registrar.

Mrs. Jno. Pearson, Secy.

Mrs. W. P. Gannett, Historian.

The Oregon Chapter was organized in 1895, since which time various other chapters have been organized for the purpose of perpetuating the memory and spirit of men and women who achieved American independence and to promote institutions of learning and also to extend freedom and foster the patriotism and love of country.

The State Regent is Mrs. Jno. F. Beaumont, and Mrs. Wm. M. Ladd State Vice-Regent. The state not having any revolutionary history, the society here cannot devote itself to the protection of historic spots, but they are fostering patriotism and reverence to the American flag, and are also paying for the education of a boy at the Berry School of Rome, Georgia.

United Daughters of the Confederacy

Mrs. Lee Moses, Pres.

Mrs. Jennie Thomas, Cor. Secy.

Mrs. C. S. Nantell, V.-Pres.

Mrs. Schmidt, Treas.

Mrs. Jno. Nisson, Rec. Secy.

Mrs. R. C. Taylor, Historian.

“Poor is the country that has no heroes, but beggared is the people that having them forget.”

For many years after the war Southern matrons were too engrossed with restoring shattered household goods, clothing and nourishing the bodies of their loved ones to give heed to civic or social demands. It was in 1897 the United Daughters of the Confederacy enlisted their attention. The objects of the order were memorial, charitable, educational and social, mainly for the purpose of preserving the memory of those who gave their lives in defense of the Cause, as well as the caring for the needy and helpless and making their last hours comfortable; to preserve the truth of history; to educate and care for the orphans by erecting industrial schools, and helping them to be self-supporting and self-respecting citizens, and last but not least, by social intercourse, study and research keep alive distinctive Southern womanhood. There is not another organization of its kind in the world—the women of a defeated people united in one grand organization to defend the cause for which their husbands, fathers and brothers died.

Register of Portland's Society Matrons

Ainsworth, Mrs. J. C..584 Elizabeth
 Alvord, Mrs. W. C....630 Taylor St.
 Ayer, Mrs. N. E.....194 19th St. W.
 Barnes, Mrs. R. Lea..Portland Heights.
 Beebe, Mrs. Chas. F..712 Kings Court.
 Beebe, Mrs. Kenneth..234 Stout St.
 Beebe, Mrs. Gerald....268 Nartilla St.
 Biddle, Mrs. Wm. S...772 Marshall St.
 Biegar, Mrs. A. F....495 E. 21st St. N.
 Birrell, Mrs. A. H....333 N 29th St.
 Brooke, Mrs. T. Scott.722 Flanders St.
 Brown, Mrs. Edw. L..212 20th St.
 Buchner, Mrs. Philip..E. 55th & Hawthorne.
 Burrell, Mrs. W. F....828 Hawthorne Ave.
 Carey, Mrs. Chas. E..Rivera.
 Catlin, Mrs. Seth....420 E. 26th St. N.
 Chamberlain, Mrs. F. D.666 Johnson St.
 Chamberlain, Mrs. G. E.422 E. 47th St.
 Clarke, Mrs. Louise G.701 Northrup St.
 Connell, Mrs. E. deW.Shattuck Sta.
 Cook, Mrs. Jas. W....407 Vista Ave.
 Cook, Mrs. Vincent.. 426 5th St.
 Cookingham, Mrs. Ed.335 11th St.
 Corbett, Mrs. Elliott R.243 West Park St.
 Corbett, Mrs. Helen L.293 6th St.
 Corbett, Mrs. Henry L.253 West Park St.
 Corbett, Mrs. H. W....5th and Taylor Sts.
 Corbett, Mrs. Wm. H..618 Kearney St.
 Cotton, Mrs. W. W....Alexandria Court
 Dqlph, Mrs. C. A.....363 West Park St.
 Dolph, Mrs. Marion ..777 Madison St.
 Durham, Mrs. R. L...Riverdale
 Failing, Mrs. Jas. F...243 11th St.
 Failing, Mrs. Edw. J..243 11th St.
 Flanders, Mrs. Geo. H.19th and Flanders Sts.
 Fouilhoux, Mrs. J. R..688 Marshall St.
 Gauld, Mrs. Chas.....654 Everett St.
 Gauld, Mrs. J. G.....Head of King St.
 Gerlinger, Mrs. Lloyd.676 Tillamook St.
 Glass, Mrs. Graham...215 Ford St.
 Glisan, Mrs. E. R....163 19th St. N.
 Good, Mrs. Geo.....19th and Kearney Sts.
 Grelle, Mrs. Edw. C...1100 Franklin St.
 Hart, Mrs. F. E.....Rivera.
 Hewett, Mrs. Henry..Mt. Zion Road
 Hewett, Mrs. Robt....Mt. Zion Road
 Hirsch, Mrs. Solomon.St. Clair & Washington
 Hoffman, Mrs. H. L...769 Irving
 Honeyman, Mrs. D. T.Prospect Drive
 Honeyman, Mrs. W. B.200 St. Clair St.
 Honeyman, Mrs. Wm. B.792 E. Salmon St.
 Honeyman, Mrs. W. B.855 Northrup St.
 Hoyt, Mrs. Ralph W..721 W. Main St.

Portland Society Matrons

Hoyt, Mrs. Geo. W....625 Ravensview Drive
 Insley, Mrs. M. H.....825 Kearney St.
 Jackson, Mrs. C. S....610 Salmon St.
 Jenkins, Mrs. R. H....Portland Heights
 Jones, Mrs. Henry....227 Knott St.
 Jones, Mrs. Wm.....468 Davis St.
 Josselyn, Mrs. B. S...1716 Scott St.
 Kerr, Mrs. Peter.....Rivera
 Kerr, Mrs. Thos.....Rivera
 Koehler, Mrs. Richard.172 N. 19th St.
 Kollock, Mrs. J. K....825 Council Crest Dr.
 Labbe, Mrs. E. J.....Head of Lovejoy St.
 Ladd, Mrs. J. W.....343 West Park St.
 Ladd, Mrs. Wm. M...Rivera
 Laidlaw, Mrs. Jas.....211 N. 24th St.
 Laidlaw, Mrs. J. E...1128 E. Taylor St.
 Lang, Mrs. IsadorJackson and 20th Sts.
 Leadbetter, Mrs. F. W.795 Park St.
 Lewis, Mrs. C. H.....Rivera
 Lewis, Mrs. David ...21st and Overton Sts.
 Lewis, Mrs. Hunt Co.Riverwood.
 Lewis, Mrs. J. C.....1088 Milwaukee St.
 Lewis, Mrs. L. A.....King and Park Sts.
 Lewis, Mrs. R. W....609 Everett St.
 Linthicum, Mrs. S. B..616 Flanders St.
 Livingstone, Mrs. Robt.718 Kings Court
 Lombard, Mrs. B. M..800 Hancock St.
 Lombard, Mrs. Gay...219 Cornell Road
 McCracken, Mrs. E. H.251 St. Clair St.
 McCracken, Mrs. Jno.Bowers Hotel
 Mackay, Mrs. Donald.16th and Davis Sts.
 MacKenzie, Mrs. K. A. J., 20th and Hoyt Sts.
 MacKenzie, Mrs. W. R.251 King St.
 MacMaster, Mrs. Wm.Ardgour
 McKenna, Mrs. Coe A.560 Elizabeth St.
 Malcolm, Mrs. P. S....1484 Hawthorne
 Marshall, Mrs. Jno....827 Marshall St.
 Maxwell, Mrs. A. L...721 Kings Court
 Mears, Mrs. S. M.....721 Flanders St.
 Mason, Mrs. L. R.....Overlink Sta.
 Mills, Mrs. A. L.....171 N. 20th St.
 Montgomery, Mrs. R. E.610 Vista Ave.
 Morrison, Mrs. A. A..68 Trinity Place
 Muir, Mrs. W. T.....393 West Park
 Murphy, Mrs. C. G....Trinity Place
 Nichols, Mrs. H. S... 20th and Carter Sts.
 Nunn, Mrs. Richard...777 Flanders St.
 Page, Mrs. F. H.....21st and Jackson Sts.
 Pendleton, Mrs. F. N..832 Kearney St.
 Pittock, Mrs. H. L....Imperial Heights
 Reed, Mrs. C. J.....715 Everett St.
 Robertson, Mrs. Thos..89 N. 19th St.
 Robertson, Mrs. W. E.259 12th St.
 Russell, Mrs. Geo. F...775 Flanders St.
 Scadding, Mrs. Chas..574 Elm St.
 Shepard, Mrs. Jno. A.21st and Everett Sts.
 Shindler, Mrs. D. A...20th and Clifton Sts.
 Sinnott, Mrs. R. B....624 Montgomery Drive

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Smith, Mrs. A. T.....Portland Heights
 Smith, Mrs. G. K.....559 Hawthorne Ter.
 Smith, Mrs. W. V.....Portland Heights
 Snow, Mrs. Zera.....53 Ella St.
 Story, Mrs. Geo. B...816 Overton St.
 Stott, Mrs. Raleigh....Ravensview Drive
 Strong, Mrs. C. C.....407 Clay St.
 Strong, Mrs. R. H.....600 Montgomery Drive
 Strong, Mrs. Harold...250 King St.
 Talbot, Mrs. G. W....252 King St.
 Talbot, Mrs. H. R....140 E. 12th St.
 Twohy, Mrs. Jno.....617 E. 9th St. N.
 Voorhies, Mrs. Gordon. 622 Kearney St.
 Warren, Mrs. F. M. Jr.215 St. Clair St.
 Warren, Mrs. F. M. Sr.215 St. Clair St.
 Warrens, Mrs. W. H..Mt. Zion Road.
 Weidler, Mrs. G. W...613 Kearney St.
 Wentworth, Mrs. L. J.12th and Weidler Sts.
 Wentworth, Mrs. G. K.493 Yamhill St.
 Wheeler, Mrs. G.....Multnomah Hotel
 Whitehouse, Mrs. B. G.633 Kearney St.
 Wickersham, Mrs. B. H.522 E. 25th St. N.
 Wilbur, Mrs. R. W....780 Lovejoy St.
 Wilcox, Mrs. T. B....King and Park Ave.
 Wood, Mrs. C. E. S... Ford and Madison Sts.
 Wood, Mrs. Erskine...Kings Court.
 Wood, Mrs. Jas. McI..Rosefriend Apts.
 Woodward, Mrs. Tyler.369 10th St.
 Wyld, Mrs. E. A.....590 W. Madison St.
 Wilder, Mrs. Frank...786 Irvington St.



H. M. Covey
Covey Motor Car Co.

E. W. Hill
Manager The White Co.

Who's Who

Capitalists

- Durham, R. L., Banker, Portland, Oregon. Born in Oregon, November 23d, 1851. Member A. F. & A. M., Arlington, Commercial and Multnomah Athletic Clubs.
- Durham, Mrs. R. L., nee Miss H. L. Gault. Resides at Riverdale. Receives Thursday.
- Hoyt, Geo. W., Banker, Merchants National Bank. Born in Oregon, October 15th, 1866. Member Masons and Elks, Multnomah A. A. Club.
- Hoyt, Mrs. Geo. W., nee Miss Pearl Sharer, 675 Ravensview Drive. Phone Main 2433.
- Josselyn, Benage Stockwell, president Portland Railway, Light & Power Co., 505 Electric building. Born in Illinois February 7, 1858. Member Masons, Maryland Club of Baltimore, Arlington, Commercial and Waverly Golf Club.
- Josselyn, Mrs. B. S., nee Miss Ida Courtright, 1716 Scott Avenue. Phone Tabor 2889. Receives Thursday.
- Keating, Jno. A., Banker, Lumbermens National Bank. Born in Michigan, August 4, 1873. Alma Mater, Stanford University. Member thirty-second degree, Scottish Rite Masons.
- Keating, Mrs. Jno. A., nee Miss Hattie Mae Mitchell, No. 8 St. Helen's Court. Phone Main 3028.
- Kribs, Fred'k A., Timber Lands, Yeon Bldg. Born in Wisconsin. Member Masonic bodies, Shrine, Commercial Club, Chamber of Commerce.
- Montgomery, Robert Eglinton, retired capitalist, lands and timber in Texas and British Columbia, P. O. box 145, Portland, Ore. Born in England January 5, 1850. Member Masonic bodies, Elks, Arlington Club, Portland Reform Club, Oregon Yacht Club, Rocky Mountain Club of New York, Denver Club, Vancouver Club, Union Club of Victoria, B. C., Golf Club of Victoria, Royal Victoria Yacht Club, of Victoria.
- Montgomery, Mrs. Robert Eglinton, nee Miss Charlotte von Trotha, 610 Vista avenue, phone Marshall 3791. Receives Tuesdays. Descended from ancient German aristocracy.
- Porter, Andrew R., timber owner, railroad builder, Tacoma, Spokane (Wash.), Kansas City (Mo.), Portland (Ore.). Born in Nova Scotia 1857; educated there. Life member of the Knights Templar and Shrine, Elks, life member Multnomah Club, Arlington Club, Waverly Golf Club, Irvington Club, Portland Automobile Club, life member Portland Press Club.
- Porter, Mrs. Andrew R., nee Miss Mary O'Rourke, 728 Tillamook street, phone East 2423. Member Irvington Club, Waverly Golf Club, etc.
- Porter, Jno. D., timber owner, Tacoma, Spokane (Wash.), Kansas City (Mo.), Portland (Ore.). Born in Nova Scotia; educated in Nova Scotia. Member 32d degree Masons, Scottish Rite and Shrine, Spokane Country Club, Spokane Club, etc.
- Porter, Mrs. Jno. D., nee Miss Clara McPhail, 628 Maple street, Spokane. Member Spokane Country Club, etc.
- Porter, Johnston P., timber owner, railroad contractor, Tacoma, Spokane (Wash.), Kansas City (Mo.), Portland (Ore.). Born Nova Scotia, 1868; educated in Nova Scotia. Member Elks, life member Multnomah Club, Portland Press Club, Arlington Club, Waverly Golf Club, Irvington Club, Portland Automobile Club, etc.
- Porter, Mrs. Johnston P., nee Miss Janie L. Baker, 495 Multnomah street, phone East 3413. Member Irvington Club.
- Porter, Richard B., timber owner, railroad contractor, Tacoma and Spokane (Wash.), Kansas City (Mo.), Portland (Ore.). Born in Nova Scotia 1862. Member Spokane Country Club, etc.
- Porter, Mrs. Richard B., nee Miss Anna Moran, Spokane (Wash.). Member Spokane Country Club, etc.
- von Trotha, Eric Fritz, retired from cattle industry, coal and timber lands in Colorado and Canada. Born in Toledo, Ohio, October 7, 1877. Address, P. O. box 145, Portland, or 610 Vista avenue. Member Elks' Lodge. Descended from ancient German aristocracy.
- von Trotha, Mrs. Eric Fritz, nee Miss Eleanor Watson, of prominent Southern ancestry.
- Beiger, Mrs. Antoinette F., nee Miss Antoinette Ferson, 495 East 21st St. North, phone East 4143. Receives Tuesdays. Member Woman's Review Club, Tuesday Musical Club, St. Cecilia Musical Club of Greenville, Texas. Descended from Hon. William Ferson, a prominent physician of Gloucester, Mass., and a one-time State Senator from Massachusetts on father's side; on mother's side, from Rev. Titus Coan, one of the world's famous missionaries.

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Consuls

- Barreto, Carlos Maximo, Consul of Peru, and salesman for Central Door & Lumber Co., 481 Glisan street. Born May 29, 1876, in Lima, Peru. Alma mater, German School of South America. Descended from the old Spanish families of South America.
- Ida, Morizo, Consul of Japan, 209 Henry Bldg. Born in Japan 35 years ago. Alma mater, Imperial University of Tokio. Member Chamber of Commerce.
- Ida, Mrs. Morizo, nee Miss Yoshi Mosume, 707 Marshall street, phone Main 8462. Descended from Professor of the Imperial University.
- Laidlaw, James (deceased), British Consul for the Consular District of Oregon, Washington, Idaho, Montana and Alaska, Ainsworth Bldg. Born in Scotland January 23, 1847. Member of the Arlington Club, Waverly Golf Club.
- Laidlaw, Mrs. James, nee Miss Charlotte C. Stout, 211 N. 24th St., phone Main 9020. Descended from Lansing Stout.
- Matthes, J. W., Vice Consul of the Netherlands, manager International Mortgage Bank of Holland, 222 Failing Bldg. Born in Holland, December 21, 1877. Alma Mater in Amsterdam, Holland. Member Arlington and Automobile Clubs. Descended from late General Blanken, Minister of War of the Netherlands.
- Matthes, Mrs. J. W., nee Miss Ethyl Beaumont, resides "Rockspur," phone Main 9063. Daughter of the late Admiral J. C. Beaumont, U. S. N.

Real Estate

- Chapin, W. H., real estate, Chamber of Commerce Bldg. Born in Livonia, September 1, 1862. Member Royal Arcanum, Commercial Club, Multnomah Club, Automobile Club and Yacht Club, Military Order of the Loyal Legion. Descended from Jos. Hart, Levi Green and Elijah Chapin, Revolutionary soldiers.
- Chapin, Mrs. W. H., nee Miss Jane Lewis, 446 4th St., phone Main 4738. Member Waverly Golf Club. Descended from Revolutionary heroes on both sides.
- Clark, F. N., real estate, 823 Spalding Bldg. Born in Oregon July 4, 1884. Member Elks.
- Clark, Mrs. F. N., nee Miss Julia Leah, Westover Terrace, phone East 3945. Member Y. W. C. A.
- Craig, C. C., Real Estate, 304 Oak St. Born in Missouri, October 3d, 1876. Thirty-second degree Mason and Shrine. Member Commercial Club. Descended from Robert Bruce.
- Craig, Mrs. C. C., nee Miss Catherine R. Mills, 450 E. Eighteenth St. N. Phone East 4036. Receives Thursday. Her father had conferred upon him the Legion of Honor of France and Order of Black Eagle of Belgium.
- Dubois, F., real estate, 423 Chamber of Commerce. Born in Belgium September 6, 1862. Member Realty Board. Descended from Joseph Jaques of Belgium.
- Dubois, Mrs. F., nee Miss Ella Sears, 124 E. 28th St., phone East 2165.
- Everett, C. Vivian, real estate, Board of Trade Bldg. Born in Virginia March 12, 1880. Alma Mater, Columbian. Member University and Multnomah Clubs.
- Everett, Mrs. C. Vivian (Alice Fleming), nee Miss Edith Wilson, phone Main 7160.
- Farnham, H. H., real estate. Born in Vermont September 2, 1868. Member W. O. W. and I. O. O. F. Member Realty Board.
- Farnham, Mrs. H. H., nee Miss Ella May Buckle, 745 E. Madison St., phone East 3571.
- Gilbert, M. M., real estate, Henry Bldg. Born in Missouri July 3, 1884. Member A. F. & A. M., Elks, U. C. T., M. A. A. C., Chamber of Commerce. Descended from Napoleon Bonaparte (mother's side), Sir Humphrey Gilbert (father's side).
- Harrington, Thos. F., Seward Hotel. Born in Missouri. Member Rita Shrine.
- Harrington, Mrs. Thos. F., nee Miss Lillie Grace Worthington, Seward Hotel.
- Henry, Geo. P., real estate, Henry Bldg. Born in California August 24, 1884. Member Elks, Multnomah and Ad Clubs. Resides 403 Prescott St., phone Woodlawn 805.
- Hotchkiss, Clarence R., president Realty Trustee Co., 633 Chamber of Commerce. Born in Pennsylvania June 5, 1880. Alma mater, Eastman College, New York, Law Department U. of O., LL. B. Member Odd Fellows, Spanish War Veterans, Y. M. C. A., Business Men's Club, Commercial Club.
- Jacobs, Fred A., real estate, 269 Washington St. Born in Missouri September 15, 1870. 32d degree Mason and Shriner. Member Bohemian Club of San Francisco, Commercial Club of Portland.
- Jacobs, Mrs. Fred A., nee Miss Gussie Henry, 732 Salmon St., phone Main 7412.

Who's Who

- Jones, V. Vincent, real estate and investments, 408 Spalding Bldg. Born in Michigan July 25, 1872. Member Portland 55 A. F. & A. M. and Commercial Club, Chamber of Commerce, Regent Multnomah Council Royal Arcanum, Multnomah Athletic Club, Royal Rosarians, Ad Club, Realty Board, Michigan Society (First V. P.), Greater Portland Plans Association and Progressive Business Men's Club.
- Jones, Mrs. V. Vincent, nee Miss Leone Kabat, 1232 E. Flanders St., phone Tabor 428. Receives Wednesdays. Member Multnomah Athletic Club.
- Kleinsorge, G. H., real estate broker, 418 Board of Trade Bldg. Born in Iowa December 21, 1886. Member Elks, 741 Oelwein Iowa, Multnomah Athletic Club, Portland Realty Board.
- Kleinsorge, Mrs. G. H., nee Miss Jane Parsons, 661 Halsey St., phone East 5292. Receives Wednesday.
- Larson, J. Fred, real estate, 286 Oak St. Born in Norway July 2, 1873. 32d degree Mason, Shrine, Elks, Realty Board, Commercial Club, Ad Club, Multnomah Club.
- Larson, Mrs. J. Fred, nee Miss Molly Boehm, 409 E 16th St. N., phone East 1410. Receives Wednesdays. Member Woman's Club.
- McDaniel, A. J., real estate, 304 Oak St. Born in Oregon January 8, 1858. Member Masons, charter member Rikreall No. 110, Al Kader Shrine, A. & A. S. Rite 32d degree, Commercial Club.
- McDaniel, Mrs. A. J., nee Miss Nancy Jane Vincent, 792 Longview Ave., phone Woodlawn 2341. Member Camelia Chapter, O. E. S., No. 27. Receives Thursday.
- McKenna, Coe A., real estate, 727 Chamber of Commerce. Born in Nebraska October 22, 1887. Alma Mater, George Washington University. Member Sons of the American Revolution, Chamber of Commerce, Portland Heights Club, Multnomah Amateur Athletic Club, Sigma Alpha Epsilon Fraternity, Realty Board. Descended from Henry Baker, Lieut. American Revolution.
- McKenna, Mrs. Coe A., nee Miss Lillian C. O'Brien, Trinity Place Apts., phone Marshal 1115. Receives Tuesday. Member Hunt Club and Golf Club.
- Purse, Frank L., real estate broker, secretary Realty Board, 818 Chamber of Commerce. Born in Georgia May 2, 1875. Member Blue Lodge Masons, Portland Commercial Club.
- Purse, Mrs. Frank L., nee Miss Grace Guile, 1475 Sacramento St., phone Tabor 2582.
- Reynolds, Fred I., real estate, 304 Oak St. Born in California February 5, 1886. Member Masonic Knight Templars, Al Kader Shrine, Portland Commercial Club.
- Reynolds, Mrs. Fred I., nee Miss Vernon I. Gradon, corner Hickman and Brainard Sts., phone Tabor 4039. Member O. E. S., P. M. and Knights Templar.
- Taylor, F. E., real estate, 404-5 Lewis Bldg. Born in Pennsylvania October 25, 1885. Member A. F. & A. M., Elks, Commercial Club, Chamber of Commerce, Automobile Club, Realty Board, etc.
- Taylor, Mrs. F. E., nee Miss Fanchan S. Mangold, 924 Broadway, phones East 3070 and C 2144. Receives Thursday.

Trust Companies

- Tinker, H. N., Banker, 3d and Washington Sts. Born in Missouri March 23, 1869.
- Tinker, Mrs. H. N., nee Miss Myrtle Roberts, 14th and Knott Sts., phone East 1343. Receives Wednesday.
- Reid, Clifford F., President of Northwestern Trust Co., second floor Wilcox Bldg. Born in Oregon November 30, 1882. Alma mater, McMinnville College.
- Reid, Mrs. Clifford F., nee Miss Ella La Vena Stewart. Alma mater Albany College. 497 College St., phone Main 3569 and A 5432.

Automobiles

- Covey, Howard M., Auto Dealer, Twenty-first and Washington Sts. Born in Texas, 1876. Member Commercial, Auto, Multnomah Clubs and Chamber of Commerce.
- Covey, Mrs. H. M., nee Miss Marie Warwick, Twenty-first and Johnson Sts. Phone Marshall 3350.
- Hill, E. W., Manager The White Co., 69 7th St. Born in California November 17, 1879. Member Commercial and Automobile Clubs.
- Hill, Mrs. E. W., nee Miss Jessie Zoe, corner Park and Madison, phone Marshall 2096.
- Keats, H. L., Automobile Dealer, Burnside, Couch and Seventh. Born in Canada 1873. Alma mater, Toronto University. Member 32d degree Mason, Shriner, life member Elks, Woodmen, life member Multnomah Club, Commercial Club, Rosarians, and Ad Club.
- Keats, Mrs. H. L., nee Miss Louise Wilson, 509 E. 27th St., phone East 4215, Main 9538. Receives Thursday. Member Multnomah and Rose City Clubs.

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- Kollofski, Edward T., Garage Man, 6th and Madison Sts. Born in New York June 7, 1886.
- Kollofski, Mrs. Edward T., nee Miss Mary Elizabeth Heusner, Park Apts. Receives Wednesday.
- Riggs, Frank C., Packard Motor Cars, Cornell Road, 23d and Washington Sts. Born in Illinois 1867. Member Arlington Club, Commercial Club, Rotary Club, Rosarians, Multnomah Club, Waverly Club, Automobile Club.
- Riggs, Mrs. Frank C., nee Miss Carrie Mary Morgan, 988 Raleigh St., phone Main 5463.
- Rushmore, Geo. D., Automobile Dealer, 497 Washington St. Born in Illinois February 28, 1873. Member Elks and Commercial Club.
- Rushmore, Mrs. Geo. D., nee Miss Alice F. Baker, Trinity Apts., phone Marshall 501. Member Woman's Club.
- Van R. Vedder, Geo., Garage Man, 6th and Madison Sts. Born in New York November 30, 1868. Member A. O. U. W.
- Van R. Vedder, Mrs. Geo., nee Miss May Agnes MacDonald. Resides Rosefriend Apts., phone Marshall 1095.

Musicians

- Edwards, J. H., Manager Oregon Conservatory of Music and Classic Ridge Beach Co., 345½ Washington St. Born in Canada in 1879. Alma Mater, Columbia College.
- Edwards, Mrs. J. H., nee Miss Lucie Hope Hurlburt. Res. 455 Thirteenth St., Phone Main 5309. Member and Organizer and Director of the Oregon Conservatory of Music. Former student of the Ladies' College of Ontario, Canada. Victoria University, and Cincinnati Conservatory, and at the Conservatorium der Musik of Berlin, under Xaver Scharwenka. Court Pianist to the German Emperor. Descended from Jno. Quiney Adams.
- Parvin, Z. M., Musical Doctor. Connected with Northwestern Normal School of Music, Russell Bldg. Born in Indiana, April, 1843. Received degree of Dr. of Music in 1893. Descended from old English stock, also from the Huguenots who fled from France to England. Was a veteran of the Civil War from 1861-65. Prof. of Music in State Normal School of California for four years. Dean of Music College of Willamette University, Salem, Ore., 14 years, from 1883-1896; since that time active in other schools. Member Chemelta Lodge I. O. O. F., G. A. R. and the A. O. U. W.
- Parvin, Mrs. Z. M., nee Miss Addie Sutton, 1181 E. Lincoln St. Born in Maine. Descended from English who came to America in 1680.
- Webber, H. A., Principal Webber Academy of Music, 489½ Washington St. Born in Maine, March, 1869. Member Elks, Rotary, and Professional Business Men's Clubs.
- Webber, Mrs. H. A., nee Miss Stella Van Avery, Orenco, Ore. Phone Main 2088. Receives Thursdays.
- Wheeler, Roy Marion, Musical Director, Composer and Publisher, 18 Russell Bldg. Born Iowa. Alma Mater, University of Washington, B. A. Descended from von Schmauss Estate, Germany.
- Wilson, Daniel H., Musician, 617 Eilers Bldg. Graduate School of Music, Berlin. Born in New Jersey.
- Wilson, Mrs. Daniel H., nee Miss Mary Cain, 258 11th St.

Publishers

- Abe. T. S., Editor, Publisher and Moving Picture Film Producer, 304 Couch St. Born in Japan, Nov. 21st, 1881. Alma Mater, Keio University, Tokio, Japan.
- Abe, Mrs. T. S., 52 North Third St. Phone A-2829.
- Bates, Philip S., Publisher, 215 Oregonian Bldg. Born in Massachusetts, April 10th, 1868. Member 32nd degree Masons and Forester Lodges, The Ad Club, Progressive Business Men's Club, and Rotary Club.
- Bates, Mrs. Philip S., nee Miss Francis Kutcher, 1172 Clinton St. Receives Thursday.
- Boyer, Jno. C., Master Printer, 85½ Fifth St. Born in Pennsylvania, August 23rd, 1876. Member Elks and Commercial Club. Descended from Geo. Third of England.
- Boyer, Mrs. Jno. C., nee Miss Kathryn B. Terry, 262 Park St., Phone Marshall 2092. Receives Thursdays. Member of San Diego Cub, San Diego, Cal. Descended from Gen. Alfred Howe Ferry.
- Hofer, E., Publisher, Salem, Oregon. Born in Iowa, September 1st, 1855. President State Press Association.
- Hofer, Mrs. E., nee Miss Winona McKinnie, 765 S. Com. St. Descended from Revolutionary heroes.

Who's Who

Narusawa, Kimbay, Business Manager of Newspaper and Moving Picture Film Producer, and Real Estate, 304 Couch St. Born in Japan, Dec. 14th, 1880. Resides 23 N. Park St. Phone A-2025.

Smith, W. G., Steel and Copper Plate Engraver, 3rd floor Washington Bldg. Born Warwickshire, England, 1859. Alma Mater, Richardson's Military Academy. Member Masons Hawthorne No. 3, Portland Club, Commercial Club and Cricket Club. Descended from the Duke of Montrose on mother's side.

Wells, Wm. Bittle, Wells & Co., Printers, 86½ Broadway. Born in Virginia, June 23rd, 1872. Alma Mater, Stanford University. Member University Club, Sons of the American Revolution, etc.

Wells, Mrs. Wm. Bittle, nee Miss Mabel Lovern Parker, Oak Grove, Ore. Phone Red 80.

Dentists

Cardwell, Dr. J. R., Dentist, 506 Oregonian Bldg. Born in Illinois, September 11th, 1830. Member Scottish Rite Masons, 32nd degree, Xi Phi Pho Fraternity. Descended from Rev. Perin Cardwell of Knoxville, Tenn. For twenty years Dr. Cardwell was President of the Oregon State Horticultural Society, for the past five years he has been Honorary President of the Oregon State Horticultural Society, ten years President of the Oregon State Horticultural Board, Commissioner of Horticulture to the Columbia Exposition; took 17 prizes for Oregon fruits; ten years President Oregon State Dental Society, one of the organizers of the North Pacific College of Dentistry and Pharmacy, now Vice-President and Lecturer of the school. Member National Geographical Society and Oregon Academy of Science. One of the organizers of the First Humane Society.

Cardwell, Mrs. J. S. (Dr. Mae N. Cardwell), nee Miss Mae N. Harrington, 601 Dekum Bldg. Phone Main 2008. Member Mothers' Child Welfare Club and Portland Woman's Club. As President of the State Horticultural Society, with the assistance of lady floral committee, made a creditable Rose Show in 1893.

Cavanagh, Dr. Wm., Orthodontist, 808 Corbett Bldg. Born Ontario, Canada, February 14th, 1876. Alma mater, N. P. D. College. Graduate of Angle School of Orthodontia.

Cavanagh, Mrs. Wm., nee Miss Zula A. Turnbow, 968 E. Couch St., Phone B 2482.

Drake, Dr. J. Francis, LL. B., D.M.D., Dentist, Russell Bldg. Born in California, 1868. Alma Mater, University of Oregon. Member 32nd degree V. C. C. H., Shriner, Royal Arcanum, W. O. W., Order of Scottish Clans.

Drake, Mrs. J. Francis, nee Miss Stella Mae Kellogg, 685 Elliott Ave. Phone East 3653. Receives Thursdays. Member Woman's Club.

Keefer, Dr. J. B., Dentist, 617 Medical Bldg. Born Pennsylvania. Alma Mater, Vanderbilt University. Member Masonic bodies, 32nd degree Shrine, Commercial Club. Father, reverend of the G Baptist Church.

Keefer, Mrs. J. B., nee Miss Lulu Anderson, 1346 E. Sixth St. N. Phone Woodlawn 2495. Receives Thursday.

Miller, Herbert C., Educator, E. Sixth and Oregon Sts. Born in Ontario, Canada, in 1864. Alma Mater, Washington University.

Miller, Mrs. Herbert C., nee Miss Minnie Metcalf, 621 E. Washington St. Phone East 1876.

Attorneys

Gantenbein, C. U., Central Bldg. Dean Law Department, University of Oregon. Born Pennsylvania, March 22nd, 1865. Alma Mater, Royal Charles Gymnasium, Stuttgart, Germany. Member 32nd degree Masons, Multnomah and Commercial Clubs.

Gantenbein, Mrs. C. U., nee Miss Winifred Watson, 406 E. 24th St. Phone, Sellwood 1987, B-2511. Receives Thursdays. Member Daughters American Revolution.

Mock, J. K., Patent Attorney, admitted to practice before the State and Federal Courts of the District of Columbia and the State of Oregon, 1010 Board of Trade Bldg. Born in Iowa, January 27th, 1865. Alma Mater, State University of Iowa, Georgetown Law School, National University of D. C.

Mock, Mrs. J. K., nee Miss Lura Myrtle Sartor, 917 Schuyler St. Phone East 3561. Receives Wednesday. Member P. E. O.

Morehead, M., attorney at law and secretary Oregon Law School, 316 Commonwealth Bldg. Res. Phone Main 8701.

Richardson, S. T., Attorney at Law, Salem, Oregon. Born in Oregon, July 8th, 1857. Alma Mater, Willamette University. Member Odd Fellows and K. P. Taught in public schools, 1877-81; Justice of Peace, 1878-81; County Clerk Crook County, Oregon, 1882-84. Admitted to bar, 1884. Received degree of A. B. 1892, that of LL. B. in 1894; that of A. M. 1895, of LL. D. in 1898, and the same year was granted a State Life Diploma from the Oregon State Board of Education. In 1911 appointed by Governor to prescribe Jurisprudence of Courts of Oregon and regulate the practice and procedure therein. In 1887 became instructor in law department of Willamette University, and was made dean of that department in 1891, and so served till 1904; founded Oregon Law School in 1904, with branches in Portland and Salem, Oregon.

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Seid Back, Jr., Lawyer, 308 First St. Born in Oregon, November 19th, 1878. Member Multnomah Bar Association.

Seid Back, Jr., Mrs., nee Miss Mary E. Chan, 320 Larrabee St. Phones East 2563, C-1063. Receives every Tuesday.

Merchants

Arnold, H. L., Asst. Manager Pacific Hardware & Steel Co. Born in New York City, July 24th, 1881. Member Crescent Athletic Club of New York and Hardware Club of New York. Descended from Payne Whitney.

Arnold, Mrs. H. L., nee Miss Gertrude Hellen Dean, Seward Hotel. Receives Tuesday. Descended from J. W. Dean.

Ban, S., Merchant, Lumberman, 32-34 N. 3rd St. Born in Japan, March 4th, 1854. Descended from Tokaugawa

Ban, Mrs. S., Eighteenth and Irving St. Phone A-7139.

Brick, Benjamin, Wholesale Woolen Dealer, 215 Oregonian Bldg. Born New York, May 19th, 1879. Alma Mater, New York College. Member Knights of the Rose.

Brick, Mrs. Benjamin, nee Miss Grace S. Witt, 1026 E. Fifteenth St. N. Phone C-1189. Receives Wednesday. A sister of Max Witt, Musical Composer.

Neilson, R. A., 308 Selling Bldg. Born in Denmark, June 8th, 1874. Member Hawthorne Lodge No. 3; thirty-second degree Mason and Al Kader Shrine.

Neilson, Mrs. R. A., nee Miss Lucy Schrorder, 481 Prescott St. Phone Woodlawn 2268.

Seid Back, Export and Import Merchant, 308 First St. Born in Sun Way Chung Sar, China, 61 years ago. Member Chinese Commercial Club.

Seid Back, Mrs., nee Miss Ching Wan, of San Francisco, Cal., 320 Larabee St., Portland. Phone C-1063, East 2563.

Senda, M., Manager Mitsui & Co., Importers and Exporters, 510 Lumber Exchange Bldg. Born Kumamoto, August 1, 1882. Alma Mater, Higher Commercial College of Tokio. Member Commercial Club. Resides 268 E. Twenty-third St. Phone East 2419.

Wiswell, W. W., Manager Underwood Typewriter Co., 68 Sixth St. Born in Missouri, February 12th, 1873. Member Masonic bodies, Shrine, Commercial Club, Ad Men's Club. Descended from the Wiswells of Boston and New York, dating back to 1635; also from Jefferson Davis and Gen'l Zollicoffer of the Southern Confederacy.

Wiswell, Mrs. W. W., nee Miss Winifred Hussey, Cumberland Apts. Phone Main 1851. Receives Thursdays. Member Eastern Star.

Bishop

Paddock, Rt. Rev. Herbert L., D. D., Bishop of Eastern Oregon, Hood River, Oregon. Born New York City, Dec. 24th, 1869. Alma Mater, Trinity College.

Contractors

Friberg, Wm., Contractor and Builder, 215 Oregonian Bldg. Born in Sweden, February 8th, 1866. Thirty-second degree Mason and Shriner. Member Swedish Club.

Friberg, Mrs. Wm., nee Miss Adele Lundgren, Kings Heights. Phone Main 1064. Receives Tuesday.

Nottingham, C. W., 102 Front St., Building Material. Born in Illinois, June 29th, 1848. Member House of Representatives, 1900 to 1904; State Senate, 1904 to 1912. Descended from 1812 War Veterans.

Nottingham, Mrs. C. W., nee Miss Georgia Pallett, 271 E. 16th St. N. Phone East 2383.

Wiles, Elwood, Paving Contractor, 1025 Yeon Bldg. Born in Canada, August 8th, 1874. 32nd degree Mason, Royal Arcanum, Commercial and Multnomah Athletic Clubs, Elks, W. O. W., Portland Motor Boat Club.

Wiles, Mrs. Elwood, nee Miss Grace M. Humphrey, 554 East Salmon St. Phone 1905.

Tailors

Erickson, Albert E., Tailor, Commercial Club Bldg. Born in Sweden, February 7th, 1868. Member Knights Templar and Commercial Club.

Erickson, Mrs. Albert E., nee Miss Mary Boberg, 940 E. Davis St. Phone B-1063.

Greenland, Herbert, Merchant Tailor, 209 Rothchild Bldg. Born in Dover, England, March 28th, 1869. Member Scottish Rite Masons and Shrine, honorary member of the Multnomah Club and Commercial Club. Resides 1185 E. Main St. Phone B 2681.

Hotelmen

Kruse, Theo., Hotelman, Fourth and Alder Sts. Born in Germany, February 13th, 1870. Member Willamette Lodge No. 4, A. F. & A. M.

Seward, W. M., Hotelman, Hotel Seward. Born in Washington, October 8th, 1869.

Seward, Mrs. W. M., nee Miss Stella M. Moody, Hotel Seward. Phone Main 7164.

Who's Who

Insurance

- Albee, H. R., Manager Northwestern Mutual Life Insurance Co. of Milwaukee, 400 Concord Bldg. Born in Illinois, September 8th, 1867. Member of Masonic Lodge and Commercial Club.
- Albee, Mrs. H. R., nee Miss Janie M. Lewis. 1040 E. Ankeny St. Phone Tabor 4237 and B-1074.
- Colton, Hubert G., Manager Mass. Mutual Life Ins. Co., 310 Chamber of Commerce Bldg. Born in Massachusetts, June 15th. Member Commercial Club.
- Colton, Mrs. Hubert G., nee Miss Genevieve H. George, 537 Market St. Drive. Descended from Hugh N. George, Lincoln elector in 1865.
- Furner, Arthur B., General Agent Penn Mutual Life Ins. Co., 207 Selling Bldg. Born in New York, May 8th, 1873. Alma Mater, Rochester University. Member Union 45, A. F. & A. M. (N. Y.), Portland Commercial Club, and Rochester Masonic Club.
- Furner, Mrs. A. B., nee Miss Mary D. Hazard, of Philadelphia, 287 Seventh St. Marshall 1250. Receives Thursdays.
- Harmon, E. L., General Agent Penn Mutual Life Ins. Co., 207 Selling Bldg. Born in Ohio, February 26th, 1856. Member Knight Templars, Waverly Country Club, Multnomah Club and Commercial Club.
- Harmon, Mrs. E. L., nee Miss Elizabeth H. Brosseau, 888 Lovejoy, S. C. Phones Main 7577 and A-5575. Receives Friday.
- Nolan, Geo. M., Supt. Agents, Mutual Life of N. Y., 420-28 Corbett Bldg. Born in Georgia, April 11th, 1867. Member K. P., I. O. O. F., Portland Commercial Club, Life Underwriters' Association of Oregon. Descended from Geo. M. Nolan, prominent lawyer and holder of many public offices in Georgia and Florida. Mayor of Jacksonville, Fla., at time of his death.
- Nolan, Mrs. Geo. M., nee Miss Mary E. Willis, 590 Market St. Drive. Phone Main 1419. Receives Sundays. Member Portland Woman's Club, and Coterie Club. Daughter of Wm. Wesley Willis, Capt. U. S. A. in Mexican War. Descended from Revolutionary general of the same name. Also from: Napoleon Bonaparte.
- Nolan, Paul F., Life Insurance, 420 Corbett Bldg. Born in Georgia, April 8th, 1878. Member Multnomah Amateur Athletic Club, Life Underwriters' Association. Descended from Geo. M. Nolan, prominent lawyer and holder of many public offices in Georgia and Florida. Mayor of Jacksonville, Fla., at time of death.
- Nolan, Mrs. Paul F., nee Miss Lillie G. Pitt, 543 Hancock St. Phone East 4436. Receives Wednesdays. Descended from William Pitt of England.
- Herrin, D. C., Manager Union Central Life Ins. Co., 301-2-3 Rothchild Bldg. Born in Oregon, July 7th, 1863. Member Elks, K. P., A. O. U. W., and Chamber of Commerce.
- Herrin, Mrs. D. C., nee Miss Lida Reeser, 233 E. Fiftieth Street. Phone Tabor 3708.
- Rothwell, Arnold S., Manager Mutual Benefit Life Ins. Co., 1014 Spalding Bldg. Born Canada. Member Shrine, Knights Templar, Arlington, Commercial, Waverly Country, and Multnomah Clubs.
- Lockwood, Sam'l P., V. P. and Gen. Manager Columbia Life & Trust Co., 916 Spalding Bldg. Born in Illinois, March 12, 1871. Member Arlington, Portland Commercial, and Waverly Country Clubs.
- Lockwood, Mrs. Sam'l P., nee Miss Harriet M. Morse, 533 Broadway. Phone East 2653. Receives Wednesday. Member Irvington Club.
- Smith, Edgar W., Manager Equitable Life, 306-7-8 Oregonian Bldg. Born Oregon, July 8th, 1888. Graduate Cornell, 1909. Member Elks, Masons, Knights Templar, Shrine, Portland Commercial Club.
- Smith, Mrs. Edgar W., nee Miss Irene Simmington, 414 E. Thirty-ninth St. N. Phone Tabor 2389.

Osteopath

- Northrup, Dr. R. B., Osteopath, 416 Dekum Bldg. Born in Missouri, September 2nd, 1873. Alma Mater, Pacific College. Member Elks.
- Northrup, Mrs. R. B., nee Miss Edith M. Flickinger, 607 E. Taylor St. Phone East 1028, B-1028. Receives Thursdays.

Vision Specialists

- Chambers, D., D. Chambers & Son, Vision Specialists, 167 Seventh St. Alma Mater, Northern Illinois College. Member Royal Arcanum, Commercial Club.

Physicians, Specialists, Etc.

- Ausplund, A. A., Physician, Merchants Trust Bldg. Born in Sweden, December 29th, 1866. Alma Mater, Willamette University, also the Medical Department of Willamette University. Member of Scandinavian Brotherhood.
- Bertschinger, A., Naturopathic Physician, 401 Gerlinger Bldg. Born in Switzerland, June 8th, 1875. Alma Mater, Palmer School of Chiropractic, National College of Electro Therapeutics, American College of Mechano Therapy.

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- Bertschinger, Mrs. A., nee Miss Marie M. Smith, 541 E Twenty-first St. Phone Sellwood 2121.
- Breitling, Geo. S., Spinologist and Chiropractor, 205 Royal Bldg. Born in Clinton, Clinton County, Iowa. Alma mater, B. J. Palmer School. Member K. of P., A., and A. S. R., Commercial Club. Modern Woodmen of America, Rose City Camp No. 5466, Royal Order of Moose, Temple No. 291, L. O. O. M.
- Breitling, Mrs. Geo. S., 633 E. Madison St. Phone East 6217.
- Briggs, A. N., Chiropractor, 318 Swetland Bldg. Born in New York, December 16th, 1870.
- Briggs, Mrs. A. N., nee Miss Ina Alice Staples, 728 Ivon St. Phone Sellwood 992.
- DeKeyser, Dr. A. P., Naturopath, 202 Columbia Bldg. Born in Belgium, June 19th, 1884. Graduate of American School of Naturopathy of New York. Resides 1175 E. Main St. Phone B-1472. Member Knights of Columbus.
- Douglass, A. S., Chiropractor, 338 Union Ave. N. Born Illinois, November 30th, 1849.
- Douglass, Mrs. A. S., nee Miss Elizabeth M. Kinslow, 338 Union Ave N. Phone E-5241.
- Dowling, A. H., President German Remedy Co., 318 Abington Bldg. Born Illinois, October 30th, 1878. Member W. O. W., Pacific Jurisdiction.
- Dowling, Mrs. A. H., nee Miss Hattie J. Hoard, Milwaukee, Ore. Phone Red 602.
- Dunn, Dr. J. D., Naturopathic Physician, 406 West Park St. Born in Iowa, December 10th, 1864. Alma Mater, Nevada School of Suggestive Therapeutics.
- Freeze, Dr. Harvey W., Naturopathic Physician, Merchants Trust Bldg. Born in Canada, October 16th, 1881. Alma mater, McCormick Medical College of Chicago. Member I. O. O. F., Samaritan Lodge No. 2.
- Freeze, Mrs. Harvey W., nee Miss Anna Ione Hume, 927 Tibbetts St. Phone Sellwood 2073. Receives first and third Thursdays. Member Eastern Star.
- Greiner, Dr. Matilda M., Chiropractic Physician. Phone Main 4095. 702-3-4 and 5 Swetland Bldg. Born in Michigan. Alma Mater, Carver College. Office hours, 10 to 5. Resides 39 Trinity Place. Phone Marshall 1950.
- Grover, Dr. Sam'l F., Naturopathic Physician, Chiropractic Specialist, 701-2-3 Oregonian Bldg. Born in Wisconsin, November 29th, 1876. Alma Mater, Naturopathic College and Institute of California. Graduated also from Chiropractic Institute of Duluth, Minn. National College of Electro Therapeutics, Lima, Ohio; Post Graduate at Chiropractic & Hydropathic School of Los Angeles. Member Knights of Pythias, D. O. K. K., Modern Woodmen of America, A. & A., S. R., Portland Automobile Club. Descended from von Weisenborn, Saxony, Germany.
- Grover, Mrs. Samuel F., nee Miss Cornelia A. Schaer. Member Royal Neighbors.
- Jones, C. M., Chiropractor, 355 E. Eighth St. N. Born in Missouri, April 8th, 1883. Thirty-second degree Mason, International Chiropractic Association. Graduate of Universal Chiropractic College of Davenport, Iowa.
- Jones, Mrs. C. M., nee Miss Maude G. Smith, 355 E. Eighth St. N. Phone E-3266.
- Lehman, F. O., Chiropractor, 318 Abington Bldg. Born in Oregon, September 1st, 1878. Alma Mater, Rocky Mountain College and Reiland School of Chiropractic; Rocky Mountain School of Psychology and Chiropractic, Denver, Colo.
- Lehman, Mrs. F. O., nee Miss Bertha E. Douglas, 574 Bidwell Ave. Phone Sellwood 237. Receives Friday.
- Mallory, Dr. W. E., Naturopathic Physician, 312 Rothchild Bldg. Born in Kansas, March 29th, 1874. Alma Mater, American School of Naturopathy. Member 32nd degree Scottish Rite Masons, and Royal Arch.
- Mitchell, H. W., Merchant, E. Morrison and E. Second. Born in Washington, July 30th, 1865. Member Commercial Club.
- Mitchell, Mrs. H. W., nee Miss Nettie B. Hellman, 381 E. 14th St. North. Phone E-927.
- Muffley, Dr. W. P., Chiropractor, 208-9 Gerlinger Bldg., Second and Alder Sts. Born in California, January 18th, 1869. Alma Mater, Oregon Peerless College.
- Muffley, Mrs. W. P., nee Miss Gertrude Hodson, 605 E. Madison St. Phone B-1820. Receives second and fourth Thursdays.
- Oberg, Miss Ingeborg, Chiropractor, 507 Dekum Bldg. Born in Norway. Phone Woodlawn 753, Seventeenth and Buffalo Sts.
- Oberg, C. L., Chiropractor, 507 Dekum Bldg. Born in Norway. Phone Woodlawn 753. 17th and Buffalo Sts.
- Powell, W. O., Chiropractor, 409 Commonwealth Bldg. Born in Illinois, January 9th, 1869. Alma Mater, N. Y. Institute of Science, and holds Honorary Degree of Master of Ease (M. Ee.) from the Evolutionary Academy of Scientific Ease. Descended from Original Welsh from which came the Beresfords, Eret and Baden-Powells of England.
- Powell, Mrs. W. O., nee Miss Anna Peterson, 4430 40th Ave. S. E. Receives Wednesdays. Descended from Viking of Oaas, Norway.

Who's Who

Reisland, F. J., Chiropractor, 152 E. Thirty-third St. Born in Wisconsin, April 28th. Alma Mater, Harvard University, Plata Chiropractic School, Duluth, Minn. Member Red Men, and Artisans, Portland Automobile Club. Descended from Dr. Chas. Oswald, Mj. (Dr.) Harvey (U. S. Army).

Tickner, Dr. Irving L., Chiropractor, 202-3 Columbia Bldg. Born in Minnesota, 1871. Alma Mater, Portland School of Chiropractic. Member F. M. C., W. O. W. Resides 169 E. Fiftieth St. Phone B-3305.

Business Colleges

Bosserman, Owen A., Manager Behnke-Walker Business College, 167 Fourth St. Born in Ohio, August 8, 1871. Member the Rotary and Ad Clubs and the National Shorthand Reporters' Association.

Bosserman, Mrs. Owen A., nee Miss Florence Geraldine Eckert, 338 E. Thirty-fifth St. Phone B 2171. Member Northwestern University and Gamma Phi Beta Clubs.

Walker, I. M., President Behnke-Walker Business College, 167 Fourth St. Born in Pennsylvania, February 11th, 1861. Member Elks and I. O. O. F. and the Progressive Business Men's Club. Descended from Wm. Lloyd Garrison.

Walker, Mrs. I. M., nee Miss Laura L. Hoover, 1100 E. Morrison St. Phone B 1822. Descended from the Crude family of Virginia.

Music House

Dundore, J. H., Manager Sherman-Clay & Co., Sixth and Morrison St. Born in Iowa. Member W. O. W., Commercial, Progressive Business Men's, Rotary Clubs, Credit Men's Association and Chamber of Commerce.

Dundore, Mrs. J. H., nee Miss Georgia Stinger, 972 Belmont St. Phone Tabor 1009. Receives Tuesday.



- 1—Kwauchi Otsubo, Secretary Japanese Association of Oregon
- 2—T. S. Abe, Editor and Publisher and Owner, The Oregon News, Oregon Press, etc.
Vice-President Japanese Association of Oregon
- 3—Kimbay Narusawa, Business Manager Oregon News, Secretary Oregon Press Co.
- 4—M. Hachiya, Merchant and Hotel Owner



Chiropractic Physicians

1—Dr. W. E. Slater
 2—Dr. F. O. Lehman
 3—Dr. Wm. O. Powell
 4—Dr. A. S. Douglass
 5—Dr. I. L. Tickner

6—Dr. W. P. Muffley
 7—Dr. Matilda Greiner
 8—Dr. A. N. Briggs
 9—Dr. G. M. Jones
 10—Dr. Ingeborg Oberg

11—Dr. C. L. Oberg
 12—Dr. Reiland, F. J.
 14—Dr. Grover, S. F.
 15—Dr. Geo. S. Breitling

The Oregon Chiropractic Association

By W. E. Slater, President O. C. A.

So far as records are obtainable, the first Chiropractor located in Oregon in 1902.

Shortly after a few more located in Portland and opened up offices, and in 1908 the Oregon Chiropractic Association was organized with a charter membership of fourteen members.

Dr. W. O. Powell was elected the first president; Dr. J. E. Marsh, the first secretary, and J. E. Levalley, the first treasurer.

From that to the present time the organization has steadily grown until now there is a membership of nearly fifty enrolled on the books. There are approximately one hundred Chiropractors in the state at the present time. The majority of the cases handled by them are cases that have failed to get relief from other sources and come to the Chiropractor as a last resort.

The present officers are: W. E. Slater, president; F. O. Lehman, first vice-president; H. O. Brown, secretary, and J. E. Levalley, treasurer.

The prime object of the association now and always, since its organization, has been the elevating of the Chiropractic standard of those practicing Chiropractic within the state, and fighting such legislation as would have a tendency to curtail the medical freedom of the citizens of the state.

For the last six years, the citizens of Oregon have been enabled to retain their medical freedom only through the united efforts of this association in defeating, in the legislature, vicious and pernicious medical bills. Had the bills been passed by the legislature and become a law it would have been the first step in the passage of more stringent laws, thereby making state medicine a reality, thus curtailing the medical freedom of the people of this good state, and prescribing for you, whom and what kind of doctor you should employ in case of sickness in your family.

The question of medicine and state, should be kept as far apart as should the question of religion and state.



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of Home Industries

Chiropractic

By W. O. Powell, Ps. D. D. C.
President Pacific College of Chiropractic, Portland, Oregon



Dr. W. O. Powell

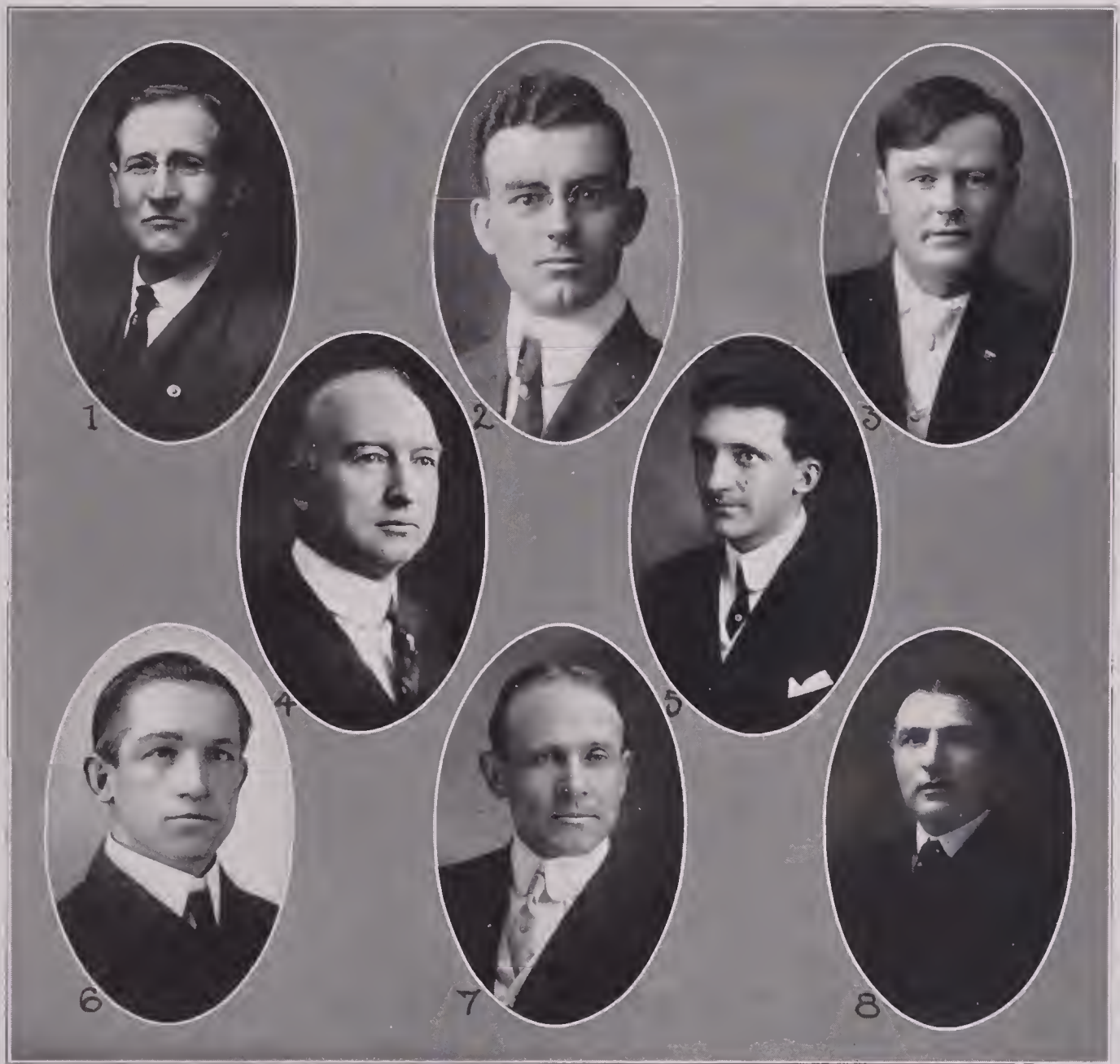
Chiropractic is defined as that system of adjusting the articulations of the bony framework of the human body, especially the asymmetries of the vertebrae, for the purpose of removing the cause of disease by the correction of subluxations, thereby removing the pressure, impingement or tension from the nerves having their passage between, through, or around the structures subluxated. The subluxation is corrected with the hands, using the bones of the body, more particularly the spinous and transverse processes of the vertebrae, as levers to which is applied a peculiar adjustic movement—the chiropractic thrust, adopted by the association. The philosophy of chiropractic is the philosophy of life, and is based upon the hypothesis that the Creator is a being of perfect wisdom; all creation is an expression of wisdom, and through it man may recognize the Creator's intelligence; the expression will be perfect except for physical interference in the created thing that prevents perfect interpretation and expression; ease is the natural unobstructed expression of energy—called life—through the medium of animal creation; within the human body are all the organic structures and media for the normal expression of life; the somatic brain is the seat of inborn intelligence; in this organ this intelligence is transformed into kinetic energy; this energy is transmitted over nerve fibers and expressed in the tissue cell; co-ordination of transformation, and normal transmission produces natural expression—ease; incoordination in transformation and transmission produces abnormal expression—disease; subluxations of bones, especially of the spinal column, cause pressure upon, impingement against, or produce traction or torsion of the nerve fibers thus interfering with normal transmission and natural expression of the energy. Subluxations are the result of traumatism, improper combination of foods producing autointoxication, or drug poisons introduced directly into the body. By the scientific application of the chiropractic thrust the subluxation is reduced and normal transmission restored with corresponding ease. This adjustic thrust may be traced to certain crude movements used by the peasants of Bohemia for over sixty years and called Aapravit. The method was first recognized and brought to the attention of the American

Chiropractic

public by D. D. Palmer, about 1895, the name being changed by him to Chiropractic. The name is derived from Cheir, hand; and Practos, done; meaning hand done, or doing by hand. The first students were graduated about 1900 at Davenport, Iowa. There are now seven schools or colleges in which the principles and art of chiropractic are taught. Chiropractic has nothing in common with the study of medicine except anatomy, parts of physiology and symptomatology. Prophylaxis through proper sanitation and practical sitology are given more attention. The standard requirements have been advanced to a course of twenty months in two calendar years. Doctor of Chiropractic (D. C.) is the degree conferred. Chiropractic is recognized in the State of Oregon by exemption from the requirements of the State Board of Medical Examiners. There are about 4500 Chiropractors, mostly in the United States and Canada.



Washington Street, at Third Street, Portland



A Group of Naturopath Physicians

1—Dr. S. F. Grover
2—Dr. H. W. Freeze

3—Dr. W. E. Mallory
4—Dr. J. D. Dunn

5—Dr. A. P. DeKeyser
6—Dr. A. Bertschinger

7—Dr. W. F. Grover
8—Dr. N. F. Meleen

Naturopathy

By The Oregon State Association of Naturopaths

The Naturopathic Physicians of Oregon were recognized by exemption from the provisions of the medical practice act passed in 1907, and are legally entitled to practice every branch of their profession.

The Oregon State Association of Naturopaths was organized and chartered for the protection of its members and the upbuilding of Naturopathy to a standard of fuller recognition by the people in general, and to educate them to understand and appreciate the beneficial effects to be derived from the various means used by Naturopaths in eliminating disease from the human body.

The most successful methods used by the Profession to restore health are: Manipulation, Spinal Adjustments, Massage, Swedish Movements, Mechano-Therapy, Dietetics, Hydrotherapy (the water cure), Kneipp, Lahmann, Kuhne, Bilz and Schroth Cures; Phytotherapy, Phototherapy, Sun, Light, Heat, Electricity, Air, Physical Culture, etc.

The name "Naturopathy" was selected to represent these all-including methods because no matter from what school, they are all products of Nature and with the natural means of application, natural results will follow, therefore recognizing all reputable graduates of chartered schools which are in harmony with all forms of drugless healing, opposed to egotism and oppression, the use of poisonous drugs and unnecessary surgery, and believing there is good in every cult and system—has continued to grow with increased favor among the thinking public as well as liberal medical practitioners.

The founders of Naturopathy were subject to all the persecutions which come to men who dare to think and act without consulting self-constituted authorities. Sick and suffering humanity has placed the seal of approval upon their efforts and several states have given legal recognition. Naturopathy has come to stay. The number of converts in all parts of the civilized world is becoming "legion." One of the chief aims of the Oregon State Association is to unify the forces of co-operation of all strictly scientific methods used by all schools of Drugless Healing, and for medical freedom in the advancement of physical and moral improvement.

The well-known fact that progressive graduates from medical colleges are adopting many of the methods used by Naturopaths and gradually lessening the use of poisonous drugs has been a factor in promoting and making popular natural methods of cure. This is as it should be, for progress in all lines of thought and action demands that we return to Nature whence comes all power. The Oregon State Association of Naturopaths are strongly in favor of measures of sanitation and prevention of disease. Each member of the State Association is affiliated with the Naturopathic Society of America, a national organization.

Endorsements From Men The World Knows

Sr. Genl. Don. Porfirio Diaz, the deposed ruler of the Republic of Mexico, in his letter of March 13, 1902, says: "Col. A. J. Peeler, New York. Esteemed Sir: I give you the most expressive thanks for your attention and for the benevolence in which you take care of this country, making known its actual progress in such a medium, which on account of its **seriousness and prestige is of great circulation**. Your affectionate servant and friend."

* * *

Guaranty State Bank & Trust Co., Dallas, Texas, in letter of date January 6, 1911, says: "Col. A. J. Peeler's splendid standing and particular adaptability for compiling and publishing the 'Standard Blue Book of Dallas,' assures a very interesting volume. His experience has been crowned with success. His credentials from leading banks, commercial organizations and business houses in each community wherein he has operated are complimentary in the extreme."

* * *

Department of State, State of Texas, in letter of date January 9, 1911, from H. M. Little, Acting Secretary of State, says: "This will introduce to you Col. A. J. Peeler, President and General Manager of the Standard Blue Book Publications of Tennessee, Texas, Arkansas, Oklahoma and other states. He stands well in this community here and is well and favorably known throughout Texas, straightforward, trustworthy and a first-class business man, whole-souled, courteous, genial gentleman, with whom it is a pleasure to transact business."

* * *

The Texas & Pacific Railway Co., in letter of date June 26, 1911, from its General Passenger and Ticket Department, to Col. A. J. Peeler, says: "We have perused with much care the work recently issued by you, entitled "The Standard Blue Book of Texas." It is without doubt the strongest work of its nature ever attempted or issued. We believe it to be a powerful advertising medium that will do Texas great good throughout the United States."

* * *

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Col. A. J. Peeler, Consolidated Realty Building, Los Angeles, Cal.

My Dear Colonel: I have taken very great pleasure in looking over your Standard Blue Book Publications, and more particularly have I read with keenest pleasure the many high class letters of recommendation and endorsements by leading bankers, Boards of Trade, etc., etc., both regarding you and your Standard Blue Book. There can be no question but the elimination of paid "write-ups" in any publication is a decided advantage, and the fact that your publication has met with such unqualified success in every state where you have been engaged indicates only too clearly to me that you are on the right line. Yours very truly,

MOTLEY H. FLINT, (Active) Vice-President.

* * *

Mr. E. C. Giltner, Secretary Portland Chamber of Commerce, says in part, under date of September 5, 1912: "I have looked over your letters from other Chambers of Commerce, Commercial Clubs, etc., throughout the United States, commending your work. Have also examined your Standard Blue Book of California. Believing that such a work on Portland would result in benefit to this section, I will have pleasure in furnishing any statistical information within our reach, and in looking over and correcting proof on any of the articles on either Portland or Oregon.

* * *

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The way you conducted your account with us when you were in Los Angeles was entirely satisfactory and I shall be able to assure inquirers to that effect, and I may also add that you have always kept your word with us in every way, and personally I hold you in high esteem. Yours very truly,

(Signed) J. M. ELLIOTT, President.

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Mr. C. C. Chapman, Manager Executive Committee Portland Commercial Club, and Secretary Oregon Development League, says in part, under date of Sept. 9th, 1912: "I am very much interested in your project to publish one of your Standard Blue Books for the State of Oregon and we shall be glad to supply you with statistical, material and information concerning the resources of our state. * * * * Your showing of credentials and the reputation and character of the publication you have issued, would certainly entitle your project to more than causal consideration. Assuring you, however, of our willingness to cooperate and furnish such material as you require and I trust that the Oregon Blue Book will be all that you hope."

* * *

The San Diego Realty Board, San Diego, Calif., says in part, under date of July 23rd, 1912: "It is our general opinion that you did your full duty toward San Diego, and did it in an ungrudging, whole-hearted manner that is bound to win the approval of our most exacting boosters. It is an altogether meritorious publication, and will meet with the approval it undoubtedly deserves."

* * *

Mr. S. R. Snow, Prest. S. R. Snow Hotel Co., Los Angeles, Calif., says in part, under

date of July 27th, 1912. "It is the best work of its kind ever issued in California and I am glad to be numbered one of its subscribers and advertisers. It is a powerful, effective advertising medium."

* * *

Mr. Seth Marshall, Prest. Arrowhead Hotel Co., Arrowhead Hot Springs, Calif., says in part, under date of Aug. 23rd, 1912: "I congratulate you on the quality and excellence of your Blue Book publication of Los Angeles, San Diego, and Southern California. Its charm and worth lies in its condensation, absence of advertisements and fulsome personal writeups. Any community served by your publication will be fortunate indeed."

* * *

Mr. Chas. H. Fischer, Engineer Hudson Inspection Bureau, Jersey City, N. J., says under date of Aug. 6th, 1912: "I have received a copy of your Standard Blue Book of California, which I find exceedingly valuable in a business way. I feel although I am many thousands of miles from California and have never been there, that I know just where I should like to go and with whom I should like to associate myself. You should have no difficulty in enlisting the support of the public in this excellent social and commercial medium."

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